

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXVII. NEW YORK, DECEMBER 21, 1911.

No. 12



It sometimes seems possible for people to reach the same conclusion by very different routes.

For instance, in the same day's mail we find reports from two substantial firms—one will defer advertising until its trade improves, and the other will do nothing while its trade is so good. One is waiting for its business to increase and the other for it to decline. It seems difficult to hit upon the right degree of prosperity to justify advertising.

There is an old saying that in the town of Sometime, among the hills of Pretty Soon, on the lane of By and By is located the House of Never.

Advertising, friends, doers, countrymen, is causing others to know, or remember, or do something about your goods or your service.

We give you this definition: we should like to give a demonstration likewise.

A large, handwritten signature in cursive script, appearing to read "Maynard L. Sonnenfeld".

Philadelphia

New York

Boston

Chicago

Cleveland

Isn't it easier to harvest one 7-acre farm than seven scattered 1-acre farms?

Yet many advertisers waste money and effort in trying to "cover" several cities instead of concentrating their energies in that richest and most densely peopled of all districts —New York City.

The population of Greater New York exceeds the combined totals of Philadelphia, Boston, Pittsburgh, Buffalo, Cleveland, Cincinnati and St. Louis. And if the entire population of the Metropolitan district is considered, Chicago could be added to this list.

By establishing your commodity in this field you minimize distribution, advertising and sales expense through your ability to deal with a vast population within a limited area; in addition you gain a valuable New York prestige which will aid you in any future national growth.

The *one* CERTAIN method of thoroughly "covering" the Metropolis is through the card and poster space on the Subway and Elevated Lines of New York and the Brooklyn Rapid Transit System, which carry over THREE MILLIONS of industrious, earning, *buying* people DAILY. This immense total represents the FAR-RIDING, "Time-to-Read" majority of Greater New York's car traffic, and is a greater local circulation than can be guaranteed by any other medium or group of mediums.

We have exclusive control of the Card and Poster Space of the Subway and Elevated Lines of New York and are Sole Agents for all Car Advertising in Brooklyn

WARD & GOW

50 Union Square

New York

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1898.

VOL. LXXVII. NEW YORK, DECEMBER 21, 1911.

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INTERNATIONAL HARVESTER CO.'S FOLLOW-UP LETTER CAMPAIGN

STUDIED ENDEAVOR TO AVOID EXTRAVAGANT PHRASING — HOW WEAK SPOTS ARE BOLSTERED UP BY JUDICIOUS USE OF THE COMPANY'S TWENTY-SEVEN SERIES OF LETTERS

By *Douglas Malcolm*,
Of International Harvester Company,
Chicago.

[EDITORIAL NOTE:—One of the largest users of farm papers in the country is the International Harvester Company, a \$140,000,000 combination of the most important manufacturers of agricultural implements. In addition to its general advertising, this corporation conducts a very interesting campaign with form and follow-up letters, the details of which as presented in the following article, are not generally known outside of the agricultural field.]

A writer in *PRINTERS' INK* struck the nail on the head when he said that the average tactless letter was the result of the attempts of the writers to be "up to the minute live wires," and other peculiar American business ambitions which put a premium on radiating energy rather than on concentrating it toward some definite point.

It sometimes seems that because a few marked successes in the financial world have had reputations of being "human dynamos," "storehouses of activity," etc., the idea has become fashionable, and a great many men to-day are cultivating a sixty-horsepower exhaust who are really impelled forward by about a two-horsepower motor. This is not only so among business men in general, but here and there it has invaded the sturdy ranks of advertising men and advertising agencies.

Sad as it seems, there is at times more bombast to the square

inch in our business (the little Schoolmaster's and mine) than there is in any other profession. We say this sorrowfully because it is slapping our own face, but for the proof of the pudding glance at the average advertisement of the service which an agency claims it renders; look at the pulling power which representatives of some newspapers and magazines claim for their pages (in writing, mind you), and for "*summa cum laude*" instances, *vide*, the "Situations Wanted" columns where advertising men advertise their own ability.

It is the activities of this sort of letter writers which have made it hard for conservative business letters to get a hearing. If the average agency could bring about the results in merchandising which it often claims for its "service," we should all be more firmly perched on easy street. If some newspapers and magazines showed the full quota of their claimed selling power, its publishers could demand enough for one page to retire thereon to a comfortable old age, and if those personally-conducted panegyrics of the "Positions Wanted" space were even faintly indicative of actual ability, Moses, Mahomet and Morgan, those resourceful leaders of big enterprises, would soon seem like hazy memories of inefficiency.

MORE FORM LETTER CONSERVATISM

All of this is a mild plea for more conservatism in our form letters and in the advertising literature in which we describe ourselves and our services.

It is the use of superlatives and extravagant phrases which has made the expression, "Oh! that is only an ad," or "That is only a form letter" such a familiar one to our ear. That it is growing less familiar is a

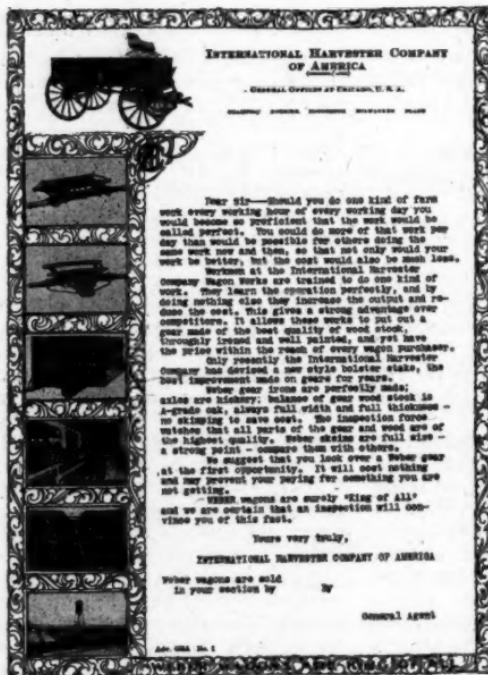
PRINTERS' INK

sign that the conservative element in advertising is crowding out the more spectacular and unreliable elements. Millions of dollars have been spent by legitimate business houses in an attempt to blot out the noxious odors left on the pages of our magazines and newspapers by the "Cure-All," "Get-rich-quick," and "Divining-needle" advertising geniuses. Other millions will have to be spent yet before ad-

International Harvester Company of America.

This company, from the nature of the goods which it sells, has its trade almost exclusively with the farmers—a class of business men who usually deliberate well before they buy, because their purchases, such as wagons, binders, engines, etc., are of some consequence, and represent a good lump of money. Owing to the fact that they are remote from

the madding department store and other central markets, they are peculiarly receptive to mail-order propositions and form-letter salesmanship. They are traditionally conservative in their own dealings and a little bit suspicious when bartering man-to-man with a stranger, and yet they are singularly credulous of anything seen in writing. For instance, we have observed more than one instance where the farmer would read the prospectus of a mail-order cream separator (a delicately adjusted machine, not intricate, but which requires the most painstaking care in manufacture), convince himself that the data must be



vertising will take its place alongside the old reliable salesman whom every dealer trusts because he is absolutely truthful.

Certain businesses realize this and have deliberately set out to make their form letters embody the same strictness of statement, and the same element of trustworthiness which they believe is embodied in their own salesmen. We are gratified to feel that among the pioneer institutions which adopted this theory in their form-letter advertising was the

true, and send his money away for it when all the time he knew that his neighbor had done the same thing and had been obliged to scrap the machine because it was no good.

CAMPAIGNING WITH FORM LETTERS

The International Harvester Company of America is a great form-letter user. Next to the catalogue houses perhaps it is the greatest in the land. Last year we sent out more than 6,250,000 form letters. We have

The mere fact that hundreds of advertisers have made millions in profits through years of continuous use of The Vickery & Hill List and The American Woman, and that these same advertisers are still using these papers to their profit, should be sufficient proof to others that it's about time to share in the results from the immense pulling power generated by a circulation of 1,750,000 copies monthly.

The Vickery & Hill List, 1,250,000

The American Woman, 500,000

The Vickery & Hill Publishing Co.

30 N. Dearborn St.
CHICAGO

Augusta
MAINE

Flat Iron Bldg.
NEW YORK

twenty-seven different series, averaging about three letters each. Of course, it is not our custom to shoot out any one particular letter to our entire list. The postage alone on such a letter would amount to \$60,000, which is six per cent on a million dollars. We are more strategic. Our aim is to concentrate on the weak spots with as little waste of printed matter and postage as possible. To do this we have laid out our form-letter system along the territorial divisions of our sales force. Our territory is divided into general agencies under the supervision of the Chicago office, and at each general agency is stationed an advertising clerk whose work it is to superintend the mailing list of that agency. The closest co-operation is maintained with each salesman so that he may get full returns from the form-letter campaign carried on.

Our letters are written with two different purposes always in mind during their composition: First, they must educate the reader to the use of more modern machines; second, they must help in the sale of our own particular machines. If on criticising the letter we find it lacks these features, we write it over again. As a rule, the men who write the catalogues on the separate units of our line write the form letters for that line. On reading them over after they have grown cold, or for the first time, one might judge them as a little rough, and perhaps they are, but they are forceful; they contain "reason-why"; they are accurate, and we believe they have delivered the goods.

From the fact that our general agents and their organizations are in closer contact with the possible customer than the members of the home office in Chicago, all of our letters in a given territory are signed by the general agents. It is no uncommon thing for a farmer living in town, many miles away, to show up at an agency with one of these letters in his pocket and insist on

doing business with the man who signed the letter.

The form-letter system is not generic with the harvesting machine business. The system now in force is a product of the present reigning dynasty in our advertising department, and, like a good many other advertising innovations, it has had to fight its way, not only against tradition, but also here and there against prejudices. It proved its worth, however, within a few months after its installation, and instead of being looked upon with suspicion the form letter, which, by the way, is known throughout our company as the "personal-letter-direct-to-the-farmer" system, is now in greater demand than our advertising resources can stand.

It has been interesting to watch the change which gradually came over our dealers in regard to this scheme of selling by letter. We market all of our goods through regularly accredited agents or dealers. Our rules are absolutely rigid on this, and even if a farmer should buy his entire equipment directly through our own salesman, the transaction must be cleared through the local dealer; thus, if our trade is increased in any particular locality, it means increased profit for the I. H. C. dealer in that locality. This to an outsider would seem axiomatic, and yet we found in the beginning many dealers who looked askance at the scheme, refusing to help us make up lists and otherwise expressing disapproval. This unfriendliness wore off, however, in the course of time, and so decidedly has the attitude reversed itself that now oftentimes the turning point of a carload order is whether or not we will "letterize," so to speak, the surrounding farmers. Especially is this so in a community where a machine has not established a firm foothold.

It is only within the memory of the present generation that modern labor-saving machines have been applied to agriculture, hence agricultural advertising

(Continued on page 77)



— ABOUT —

The Book of the Cloth-of-Gold

Mr. E. D. Gibbs, who is writing for Printers' Ink the series of articles on National Cash Register Advertising, has sent us this letter:

"This is rather late to acknowledge receipt of that magnificent book, 'The Cloth of Gold,' sent to me at my residence some little time ago. I want to do so, however, because I would not want you to think that I did not appreciate the book. It is superb, and should be a great help to you in securing business. Many thanks for your courtesy.

Mr. Gibbs wrote us a line asking for "The Book of the Cloth-of-Gold." That's why he got it. You may have one on the same conditions. Please mention Printers' Ink.

Advertisers Paper Mills

Makers in Holyoke of Fine Printing Papers

Fifth Avenue Building New York

BORDERS THAT FIT THE PRODUCT

THESE "SIMPLE" PARTS OF THE AD SHOULD BE MORE THAN MAKE-SHIFTS—INSTANCES OF EFFECTIVE TREATMENT—THE BORDER NOT A SHROUD

By *W. L. Larned*.

Did it ever occur to you that the border of an advertisement is by no means an unimportant feature of its success, its general symmetry and its psychological effect upon the eye? Did you know that designers are constantly puzzling over this unique problem and that advertising men all over the country admit that the Border Puzzle is a constant bugbear.

Taken individually, raised from its type and illustration neighbors and lifted with analytical forceps into the limelight, the border is an innocent appearing proposition. It's just a makeshift, eh, to give that last "finish" to a page?

Ever since Noah ran a red stripe around the ark and the Egyptians made their dead rest more easily in cryptic mummy cases by decorating them with neat if slightly old-fashioned running scrolls, it has been considered expedient to relieve monotony in a like manner.

The ingenuity required in "making up" the average advertisement—border, illustration, text and all is astonishing. These subtle ingredients may not be simply "thrown together." Someone with a very delicate sense of proportion and the fitness of things must exercise that gift unflaggingly.

Out in Topeka, Kansas, some years ago a small, unassuming little chap was earning nine dollars a week as general utility man in a job printing establishment. Today—and the interim has been strikingly brief—the young chap is considered the star "Ad Specialist" in New York and holds an enviable position with his firm. There is no deep mystery connected. Men are born of peculiar temperaments and blessed with

"tape measure" eyes constantly on guard against the unbalanced, the unsymmetrical, the clumsy and the disproportioned. The moment they look at a white space, defined by four straight lines, and are supplied with the text of that space, they "feel," instinctively what is best to do under the circumstances. Anything inferior, any ill-advised composition jars upon them instantly.

The expert mentioned is, to all intents and purposes, an "advertising physician," a "specialist in space." What an artist does with his brush, this man does with type and borders. And, after all, whether we are willing to confess it or not, type *can* be made literally to "talk"—it may form an instantaneous "illustration"; it may soothe the eye and promote some weird psychological friendship between "ad" and public.

Numerous instances are cited of cleverness in getting away from straight lines, where borders are desired. That this cleverness is appreciated by the readers of advertisements is a growing truism of the business. Any opportunity should be seized to inject originality—the "different"—in publicity copy.

Who does not immediately recognize and associate with the product the dignified borders used by Gorham, of New York? the charm of aesthetic, drawn type, the beautiful arrangement of well-balanced text and the "period" decorations consistently in keeping with the concern's policy? You would know a Gorham ad should all text be omitted.

BORDERS THAT STRIKE THE "TONE"

Sometimes, the judicious use of the actual article advertised or, at least a theme inspired by it, produces very satisfactory results. That almost anything is better than a black rule is generally true. Packer's Tar Soap employs simplified pine cones. They give the immediate impression of cleanliness. Smoke, rising luxuriantly from a certain brand of cigars, gives individuality to another series; the manufacturer of standard shotgun shells found that out-

The December Issue of
The Ladies' Home Journal
was
1,748,000
Copies

with the entire edition sold and a small demand remaining that could not be satisfied.

This is the largest edition in the history of THE LADIES' HOME JOURNAL and is the result of a steady, persistent growth extending over a long period of years.

THE LADIES' HOME JOURNAL has no equal in its influence with the women of America and we are doing everything in our power not only to retain but to *increase* this influence.

Just one instance of this is our spending over a half-million dollars a year in giving four-color reproductions of fashions and art that have never been approached in magazines before, and a circulation increase in the past year of over 350,000 copies a month is conclusive evidence that our readers appreciate what we are doing for their interests.

THE CURTIS PUBLISHING COMPANY

Independence Square, Philadelphia

New York

Chicago

Boston

line shells as a border caught the eye while the National Biscuit Company, after delving around for a scheme all its own to make attractive their Uneeda account, settled upon a motif taken from the decoration on the box itself. I have it first hand that a woman in Ludlow, N. Y., actually took one of these ads to her grocer and asked for the container that "had that sort of a border."

Weary of printers' black rules,

kissed stream-cooled pastures, should be superior butter by every manner of sound reasoning. And yet, for years, a certain percentage of valuable magazine and newspaper space was taken up by borders of deadly straight lines. If there is one thing more far removed from butter than an attenuated black slug, we wish promptly to file and tabulate it.

In reaching around for border ideas, Texaco Motor Oil hit upon



A GROUP OF DISTINCTIVE BORDERS

a big combine now controlling one of the largest packet butter institutions in the Northwest, placed final O.K. upon a series of borders for two of its products. One series was artistically hedged in by buttercups, the other by pleasant pasture scenes. You see, the psychology of it is childishly obvious; we know that buttercups are clean and pure and sweet and we are perfectly willing to acknowledge that butter, the ancestry of which dates back to sun-

a happy solution. Type and illustrations are now bounded by painstakingly reproduced drops and lines of transparent oil. The effect is new and attention-commanding.

Products manufactured from whole wheat permit of the use of decorative wheat in many variegated forms and that little border of grain helps to drive home the purity and the substance of the goods.

Out in Jersey there lives a

The Outlook Has Become the Forum for Public Discussion in America

William Allen White in the Emporia (Kansas) "Daily Gazette" of December 1, 1911, writes editorially as follows:

The Outlook's interview with President Taft defending his administration is the big news story to-day.

In this interview, which comes from a trained newspaper man, for the first time in his incumbency of the White House, President Taft gets a clear view of what he is trying to do before the American people. . . .

But this is beside the real point of this editorial.

The point is this: That The Outlook has become the forum for public discussion in America.

Week after week for a year or more The Outlook's editorial page has been discussed. The Outlook has made a place for itself distinctive and peculiar. Nothing else like it—since, perhaps, Greeley's day—has been known in America. It has made editorial news, and the Press Associations carry its views and discussions as regularly as they carry the market reports.

Theodore Roosevelt . . . is doing as much for the country as though he were President. He is directing the thought of the people into straight channels that will lead to wise action.

But The Outlook—a happy compromise between all the good of a newspaper and all that is fine in magazines—has become a function of the American government as it now exists. It is the greatest organ of public sentiment in the country to-day. No leader of American sentiment or public feeling can ignore it.

For now abideth these four—the executive, the legislature, the judiciary, and The Outlook. And the greatest of these is The Outlook.

The Outlook, 287 Fourth Ave., N. Y.

stone-cutter. He owns a two-acre plot and, last year, he surrounded it with a fence composed of tombstones and other cheerful reminders of his profession. When neighbors protested, he said: "This dying business isn't so bad as it's cracked up to be. As for my fence, it's the best sign and all-around business-getter I've had since I've been on the job and I've cut tombstones since I was twelve."

However inappropriate the comparison, an advertiser must look to the "fence" around his ad; he must work and struggle to make it be in harmony with his business. If Mr. Stone-Cutter had arranged some neat affair, such as a fence of German fried potatoes done in marble, or spark

tea roses or assorted sizes in silhouette ebony *gargoyles*, copied from a Roman cathedral.

The compositor knows he must do *something* and his personal aide, the type foundry, is running holidays to cast borders so long hoary with age and grizzled with usage that to shove them into the forms is a sacrilege.

If you should have formed the opinion that agencies handling accounts neglect this apparently insignificant end of the game, look over the current issues of the magazines. When "plans" are sent in and when solemn meetings are held around that big polished table in the reception-room, heads of the various departments are as serious in their decisions covering borders as they are in the preparation of "copy" or "lists" or illustrations. The advertising border has reached the dignity of serious discretion and consideration.

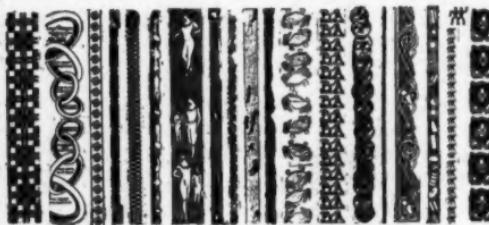
GROWING DEMAND FOR GOOD BORDERS

I quote from a letter recently received by an artist, in connection with a very large and important advertising campaign. Said letter was written by those in charge of every detail of the series:

We especially urge you to give us something original, strong, and characteristic in the way of borders. Our advertiser is sick and tired of straight lines. He insists that we make every border *mean something*. Will you do your best to follow out these instructions? Keep away from the conventional. We are very desirous of creating a series of borders, which shall be as apropos and as convincing as either copy or illustrations.

I know an agency man handling a large account who had some fifty rough pencil layouts made of borders before he settled upon what he believed was the very best. Ten different artists competed.

On another occasion, the advertising manager of a shirt and pajama house insisted that his borders be distinctive. Someone sug-



SOME BORDERS THE READER MAY RECOGNIZE

plugs, the chances are many people might have passed on, ignorant of what he was actually doing. And yet advertisements appear every day with borders equally irrelevant. Precisely why a man who manufactures gasoline engines should run borders of outline smilax is not clear to us, nor is it fair to assume that a decorative scheme bred and born in the time of Louis XVIII should materially assist Mr. Jim Jones in selling unadulterated borax.

Ad compositors are genii in disguise. Tell them you want a border; leave it to them and climb into a cyclone cellar to watch results. They will delve spasmodically into their ink-smeared Pandora Box of Wonders and, lo! thine ad shall be wondrous to behold. Their idea of a proper border for an automobile ad, let us say, is an effervescent strip of

gested a running motif reproduced from the monogram pattern used on all of the retail boxes and the plan was instantly adopted.

The Brainerd & Armstrong Company, manufacturers of embroidery silk, wavered for years in the type and general character of borders for magazine advertisements, until the mortised-out bit of dainty embroidery was adopted.

You can't mistake a Skinner's Satin ad, can you? They have used retouched selvage around all type matter long enough to stamp it upon the fickle memory. Steinway pianos are "dressed up" by a connected series of light gray allegorical subjects and while the double-etched background is by no means an invention on their part they have been so consistently regular in its use that it has become as much a part of the publicity as the name.

The Snider Preserve Company, with beans and tomato catsup as leaders, agrees that rich, ripe tomatoes and vines, and the jocular bean, still in his spring suit, make telling borders. The Welch grape juice account is especially unique and attractive because of the grape and vine borders. Likewise grapes have surrounded one baking powder campaign with an atmosphere so fragrant, sparkling and appetizing that we unconsciously think of this product when we think of grapes.

Tiny silhouette stockings in a hosiery design, dotted around it and held together by an open Ben Day, made one advertiser happy.

HIT UPON GOOD BORDER BY CHANCE

Another agency copy writer, while planning a series of newspaper advertisements for a pencil house, was troubled over the border end of it. He was mapping out his spaces and compositions on rough surface paper and he happened to designate a broad line around the "ad" with one of the soft pencils. It made a rough and not ungraceful border. "Why not use *that*, as if done with our pencil?" suggested the advertiser. A plate was made and the effect was absolutely satisfactory.

One campaign for Fairy Soap was beautified by an artistic oval border made from reproductions of the small cakes. A smashing big newspaper plan for Carnation Milk struck "pay dirt" in border inspiration when delicately designed carnation pinks, copied from the can, were incorporated.

Our argument, however, must not be construed as iron-clad and inflexible. We do not wish to lend the impression that we are in favor of borders on everything. Sometimes simplicity is the very wisest course, sometimes a border of any description simply clutters up an otherwise perfect bit of typography.

But if it has been agreed upon that borders *will* help out a campaign, then the wheels of industry should turn, and, the border finally chosen, one in keeping with the business it assists, helps to exploit.

The "Engraver's Rule" should work both ways. In its place it is a highly fastidious and necessary adjunct to advertising matter but in the midst of the flotsam and jetsam of that vast restless sea of publicity, it gratifies the eye to see an occasional ark with a red stripe around it, and a sturdy, weather-hardened, deep-water ad wearing a border all its own, as a reproach to its jostled neighbor, "100 line, sing. col." still struggling along with the dress it wore when it was a baby.

DEATH OF JOHN SCHROERS

John Schroers, well known among advertisers and agents through his long connection with the St. Louis German newspapers and one of the founders of the St. Louis *Times*, died at his home in New York from a stroke of paralysis following an attack of pneumonia. Five years ago he sold out his interests in St. Louis and became connected with W. R. Hearst as business manager of the New York *Morgen-Journal*. Since giving up this position he has spent most of his time traveling abroad. He was in his fifty-third year and is survived by a wife and five children.

GAS MEN TO USE TRADE JOURNALS

At the recent annual convention of the National Gas Engine Association held in Cleveland, it was decided by a vote of ten to one to support the trade journal instead of entering upon a campaign of general publicity in the magazines of national circulation.

The January 1912 issue **THE RED BOOK** presents an interesting appr...ev

THE RED BOOK MAGAZINE

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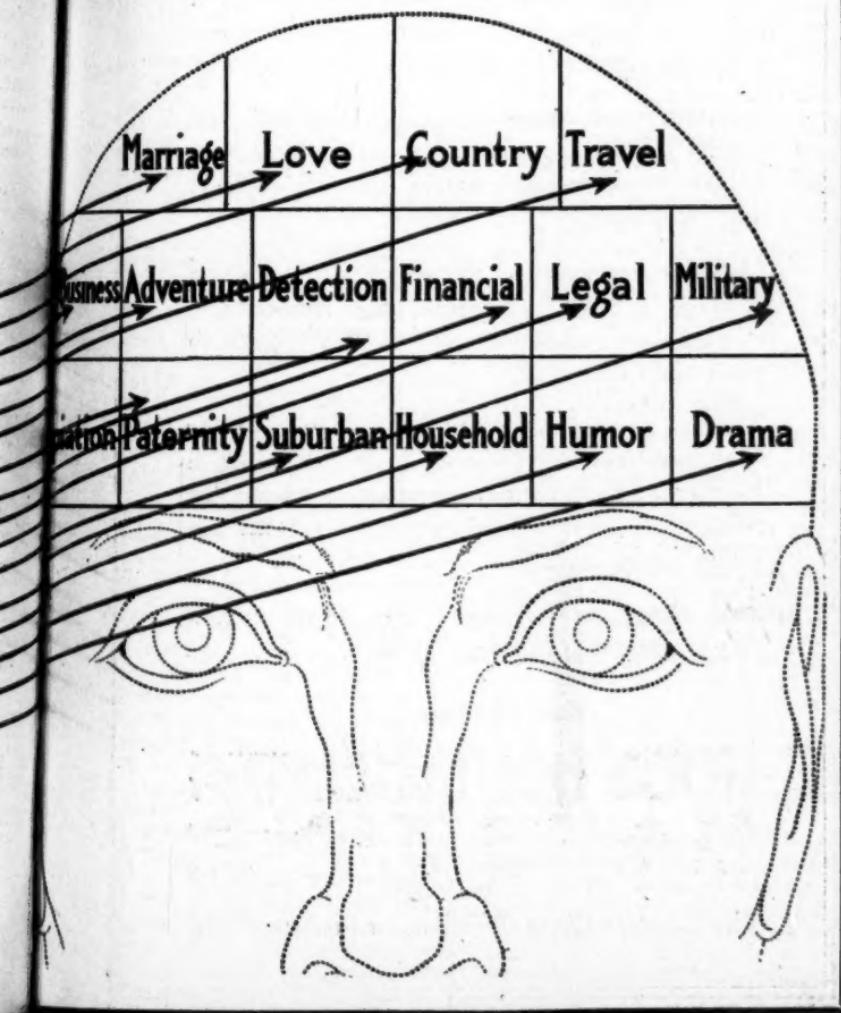
Advertising space close there 7 weeks prior to the time of issue. Advertising rates on application.

RALPH E. STRASSMAN, Advertising Manager, 1172 Fifth Avenue Building, New York
H. M'FADDEN, New England Representative, 211 Congress Street, Boston, Mass.
LONDON OFFICES, 5 Newmarket St., Covent Garden, London, W. C.
Entered as second-class matter April 22, 1946, at the post office of Chicago, Illinois, under the Act of Congress of March 3, 1893.

issu like every other—of

BOOMAGAZINE

appears every demand of the intellect



Fiction

in Good Housekeeping Magazine is like dessert at the end of a hearty meal—not absolutely necessary but mighty welcome.

Primarily, Good Housekeeping Magazine takes up and simplifies the every-day household and family problems of the woman of the home—performs a grateful and lasting service for her.

Secondary, between the facts, comes just enough fiction to give contrast and pleasing balance to the whole—fiction that women read and remember.

Only the best work of the best authors can find a place in Good Housekeeping Magazine—strong, vivid, wholesome fiction that appeals to both heart and head.

Through its superb fiction, Good Housekeeping Magazine reaches the woman of the home in her hours of relaxation; through its unequalled editorial and advertising service, it reaches her in her hours of duty.

Such a magazine becomes a habit to its readers that is profitable to its advertisers.

Rate \$2.00 per Line

GOOD HOUSEKEEPING MAGAZINE

BOSTON

NEW YORK

CHICAGO

The Largest Class Publication in Any Field

Accounts That Agencies Reject and Why

How Good-Sized Appropriations Often Go Begging
in Careful Offices unless Conditions Are Right.

By CHARLES W. HURD

[EDITORIAL NOTE:—The information contained in this article has been secured from leading advertising agents of the country and presents not only their views but some of the incidents upon which the views are based. If the evidence presented here is largely *ex parte*, it can be substantiated out of the experience of most advertising men.]

The man who gets politely bowed out of the door is not always the advertising solicitor; sometimes it is the advertiser.

"Whew!" the latter exclaims. "What is the matter with my money? Isn't it good enough for the agency?"

And of course he can, without any trouble at all, find an agent who will take the money and do what is required of him, but that is another story and not a new one, either.

The real novelty to a great many lies in the fact that leading agencies do turn down accounts, and not a few which have real money back of them.

"We are only just beginning to be careful," confessed a leading New York agent to PRINTERS' INK. "We used to think we were, but we know better now. Practically the only excuse for refusing an account in the old days was when there was nothing in it. If we had any scruples about taking a man's money for a campaign of doubtful success, we silenced them with the thought that no man knew the fearful and wonderful things that advertising could do and that we were just as likely to hit the target as to miss it. And that we were twice as likely to hit it as the next man would be.

"A little later this argument did not satisfy us, and we began to put it up to the advertiser and let him assume the responsibility. Now we are putting the bars still higher, *for our own reputation.*"

There is no question about this

being the case with the leading agencies, though it is an amusing fact that some of these believe they are practically alone in taking the advanced stand. The facts show, however, that there is an increasing tendency among the agencies towards independence of action and a professional status. It may not be very pronounced nor widespread, but it is nevertheless manifest.

No clearer example of the disinterestedness of the better agencies can be given than the recent adventure of an Eastern manufacturer who tried hard to spend \$25,000 in advertising an article to be sold to housewives for use in connection with their stove or gas range.

He went first to a leading advertising agency in Philadelphia, told his story and said that he had \$25,000 in cash to use in advertising. After going over the matter carefully, the agency advised him not to advertise. It convinced him that it was right, but he thought he might get some other angles on the proposition by interviewing other agents.

He therefore went to four New York agencies and they all gave him the same answer—that it would not pay to advertise his article.

The last agency on which he called told him he was fortunate in coming to that agency for advice, for almost any other agent in the business would have advised him without hesitation to spend his money! And probably it believed it.

A few months ago an Eastern manufacturer in a food-product line became a little frightened over the declining market for his goods and began to listen more closely to the advertising solicitors who had been calling on him. He visited some agencies, and collected estimates and selling

plans from others. They all differed on details, but united on the proposition that he should start an advertising campaign and spend about \$80,000 a year.

"YOU CAN'T ADVERTISE!"

The unanimity of counsel did not have the effect on the manufacturer that it perhaps should have had. Instead it woke new alarms in his breast, and he decided to keep on investigating. At length he reached one agent, who, after looking into the proposition carefully, said flatly:

"Why, my dear sir, you *can't* advertise! The demand for your goods is falling off because the market is changing, and can never be restored to you. No amount of advertising could check the tendency. I advise you to get what you can out of it while it lasts, and not to throw away money on an impossible undertaking."

The manufacturer was rushing away in anger, when the agent followed him to the door.

"Wait a minute," he said. "You don't seem to like my destructive criticism. Let me give you a constructive suggestion. I told you you would have to lose your business on that one article but I did not say the whole business."

"But that article *is* the business," replied the manufacturer, impatiently.

"Your business," said the agent, slowly, "*is the big distribution which you have built up and the magnificent good will you enjoy.* The article you sell is only the excuse. Another article just as good can be grafted onto that system at comparatively little expense. You should have done it five years ago, when you found you could not restore the demand. It is not too late yet."

"Only do it right. Take six months and make a study of the grocery line. Pick out something to supplement your present product. Then come back to me. I will tell you whether it can be advertised or not and, if so, how to do it."

Presumably the manufacturer is

following the advice, because he is "laying low" and saying nothing to anybody about this business.

The general principle which applies to a proposition like the foregoing and governs the agent in declining the business is that there is no future in such an account. The few thousand dollars in commissions accruing from it would not compensate for the wear and tear of fighting for a forlorn hope. Most agents are human and like to feel that there is progress in an account.

This same feeling accounts for the recent decision of a certain agency in the Middle West to let an old account go. It was that of an old-established house and represented the tidy sum of \$60,000 or \$70,000 per annum. But there had been no progress in a half decade. The house made the appropriation regularly and automatically but took no interest in the plans of copy. It could not be induced to consider seriously any systematic campaign for the reason that its mills were busy and the future held no cloud. It did not matter to the directors that rivals were rising here and there and effecting a permanent lodgment by means of superior advertising and sales methods. General publicity for general insurance filled the only want they were conscious of. The situation finally got on the nerves of the advertising agent, and he put the matter up to the manufacturers.

"If you will not let us develop this account," he said, "we feel that we ought to give some one else a chance to make you see your opportunities. So far as we are concerned the account represents a relative failure, and it would demoralize us to keep it in the house. This may seem quixotic to you, but it's business from our point of view. We can't afford to keep any accounts that merely *mark time*!"

This was a case of the "second generation" in business. The founder of the house, passing on, had left things in a flourishing state. The state has not changed since, and so long as it does not nothing else will change.

One of the hardest situations for the advertising man to cope with is where the members of the house cannot stand prosperity.

A large specialty house in the Middle West had several partners active in its affairs. They had worked the business up to a large annual figure without having given any special attention to advertising. Then they took in an advertising specialist as advertising manager for a term of years under contract to produce a certain amount of business. He performed the terms of the contract and subsequently continued his relations with them as agent, devoting a small part of his time to their business and developing his own during the rest of his time.

HOW PROSPERITY HURTS

By this time the business had risen to a very handsome figure and this prosperity proved its undoing, for the partners who got along very well together while the business was of modest dimensions now found it impossible to treat each other with any consideration whatever. Each believed that he was doing the really important work of the business and that the others were trying to deprive him of the credit. They fought over their customers and told their troubles to them. Visitors who called had to take sides in the feud. The result was that in a very few years the business which had grown so rapidly sank back to its former proportions.

At that point, the advertising agent told them that he could not be of any further use to them until they had found some way of settling their differences, and he withdrew.

Instances like this are more common than is suspected. There was another specialty manufacturing house, the leader in its line, and a pioneer known the world over. In the early days the controlling interest in the corporation was not that of the man who now owns it. The shift of control was obtained in a way that did not recommend itself to the advertising agent who had been writ-

You Need It

If you can't do business without a telephone that is the one thing you must have.

If a woman says, "I can't keep house without *The Ladies' World*," she means that she has to have it. Thousands of women tell us the same thing.

If they need *The Ladies' World*, by the same token you do.

THE
LADIES' WORLD
NEW YORK

ing and placing the advertising, and though he was asked to continue his connection, both by the new major interest and by the former largest owner, he thought it best to withdraw and did so, on the ground that he could not do justice to the account nor himself under the conditions.

A leading New York agency had a big industrial account for years. The man at the head of the industry is one of those captains of industry whose word is law within his dominion. The agency makes about as few mistakes as any is in the habit of making. The manufacturer insisted on having his own way and the agency let him have it as long as it felt it had to. It wrote copy that pleased and placed it where it was directed to place it, though often over its own protest. And the manufacturer paid the charges.

At last the head of the agency grew strong enough to feel that the account added nothing to its prestige, and immediately there followed an understanding with the advertiser. He had seen it coming and acquiesced in the decision. So the two strong men parted. And both of them seem to be getting on very well apart.

'WARE THE "ANGEL" BACKER

Another type of account which does not appeal particularly to agents who have cut their wisdom teeth is that which is financed by an "angel." In a large percentage of cases this has little else to recommend it. Generally there is an idea or a patent which strikes the fancy of some man with money. He has no time to put into it himself but concludes to take a chance on what looks good to him. So he goes to work to shape up the proposition, paying much attention to the selling end and perhaps little or none to the manufacturing end.

One of the best-known public men in New York State did this in respect to a hardware specialty. On the strength of an invention of great promise he and his friends put in a good bit of money, started a factory in charge

of the inventor and engaged an advertising agency to prepare and put out copy. When the factory began to manufacture the article it was found that the machine-made product would not answer and the work necessary to put the product in final shape brought the cost up to a prohibitive figure. The public man and his friends took advantage of a law then on the statute books to withdraw their money and the advertising agent pocketed a loss of one or two hundred dollars besides the loss of his time. He had banked on the reputation of the public man and had not subjected the problem to the stiff inquiry that he now invariably makes. Without more information than he got before, he would decline it now.

This article will be concluded in the next issue of PRINTERS' INK.

RULES FOR SOLICITORS

Editor of PRINTERS' INK:

A New York publication has formulated the following axioms for the guidance and instruction of its solicitors:

GET BUSINESS.

Don't promise unless you can make good. Aim to feel after each interview that you have won a friend, regardless of the business outcome.

Never attempt to coerce; we don't mind, but it's bad business.

Don't persist, if persistence is your last chance for closing. Enemies are easy to make, although nearly every one is willing to be your friend.

A turn-down leaves a prospect for future consideration; a dissatisfied advertiser is harmful.

Be on the spot at every move; the other fellow will always be there.

Don't decry competitors. Some day you may ask them for a job.

Failure is the test of a strong man and success often falls in unexpected quarters. It is not always the big man who gracefully fits into a ready-made job. Bigger than he is the man who conquers the obstacles of the difficult proposition, no matter what its proportions. A little talk suggests; much talk confuses. The best solicitor is the man who can make the other fellow talk.

Don't cut rates, but
GET BUSINESS.

J. EARLY, JR.

WILLIAM H. GILLESPIE DEAD

William H. Gillespie, organizer and first president of the International Circulation Managers' Association, died in Detroit, Mich., December 18, after a brief illness. Mr. Gillespie was formerly circulation manager of the Detroit *Free Press* and Milwaukee *Sentinel*.

They Are Indispensable Mediums of Communication

between manufacturer and consumer and stand very high, says one large manufacturer (name given on request) who has advertised with us for years and who watches closely the sales his various mediums make. The returns this advertiser receives from those leaders of the weekly farm press

The ORANGE JUDD WEEKLIES

show that our readers demand *advertised goods*, and do buy of their dealers, as well as by mail. A manufacturer who advertises in ORANGE JUDD WEEKLIES does not need to antagonize jobbers or dealers by starting a mail-order campaign, for his *publicity* advertising will help his dealers. Yet the 425,000 guaranteed circulation of ORANGE JUDD WEEKLIES makes direct sales, too. Our four farm papers carry some of the shrewdest general as well as agricultural advertisers, who have proved their advertising and selling value.

The ORANGE JUDD WEEKLIES really comprise four sectional farm papers—carefully edited for the localities where they circulate—with the added advantage of being national. *Northwest Farmstead* covers the Northwest; *Orange Judd Farmer*, the Central West; *American Agriculturist*, the Middle and Southern States; *New England Homestead*, the New England States. 425,000 circulation, weekly, guaranteed. There is *purchasing power* in this circulation. Address nearest office for sample copies.

Orange Judd Company

Western Offices:

1209 Peoples Gas Bldg., Chicago, Ill.
601 Oneida Bldg., Minneapolis, Minn.

Headquarters:

315 FOURTH AVE
NEW YORK

Eastern Office:

1-57 W. Worthington St.
Springfield, Mass.

GETTING PEOPLE TO USE MORE

HOW CERTAIN SUCCESSFUL CONCERN'S INCREASE THE CONSUMPTION OF THEIR PRODUCT AMONG OLD CUSTOMERS — MISTAKE TO SUPPOSE THAT MERE INTRODUCTION OF THE GOODS IS ALL THAT IS NECESSARY — IT OFTEN NEEDS HUBBING IN

By *Waldo P. Warren*.

[EDITORIAL NOTE:—This is the third of a series of articles by Mr. Warren having for their general theme the getting of more business. The first was entitled, "Getting People to Buy More," and the second, "Getting People to Do More."]

"Old customers — God bless them. May their trade increase!"

Sounds like a toast. And who is more worthy of a toast than old customers who buy, and buy, and buy? New customers are all right, but the initial order costs like sixty. Takes an awful lot of preliminary talk to reach an understanding with them. But old customers—it's all a question of how many packages will you take, and where will you have them sent.

Most good retailers know how to appreciate old customers. Many good advertisers also know how to appreciate their old customers, and how to appeal to them. But others either have one of those "different propositions" or they are neglecting a mighty good thing.

Not long ago the advertising manager of a well-known and widely-advertised food specialty said to me: "We go strictly after the new customer. We have the idea that if people once try our goods they will always use them."

Well, maybe he's right from a certain standpoint. But I happen to know one of his old customers who also got a taste of his competitor's goods and has been using them ever since. I also know that his competitor doesn't advertise strictly for new customers, but takes good care that the initial order is followed

by repeat orders, and trial orders of the various brands. As I happen to be that old customer myself I have no difficulty in getting the "consumer's viewpoint."

I happen to know that I am very much like other folks. All human nature is very much akin. And I know that I have read many advertisements of both concerns, and have tried the goods of both concerns, and that I have been far more impressed with the advertising presentation of the rival concern, and that I wasn't "sold" on the first introduction of the goods, and that I had to be "sold" several times before it "took." But now I can be classed as an "old customer"—but, be it observed, an old customer of the rival concern.

THE ADVERTISING CONVINCED

The point might be raised that I liked the goods of the second concern better than the first, and that was the reason I changed. But if I look honestly into my own consciousness, and ask myself just why I am now so heartily in favor of the rival concern's goods, I must confess that it is because of the advertising, primarily. They do make good goods, no doubt about that. But, then, so does the other concern. And yet it was the advertising that convinced me. I am sure of that.

Now right here is the point I want to make. The advertising of that second concern was addressed to me, not as one who had never tried it, but as a regular user. I had, in fact, never tried the goods when I read the first advertisement. But the very assumption in the advertisement that I was a user, and only needed reminding of certain reasons for the merit of those goods, did more to make me want them than would have been the case if the advertisement had said: "Why don't you just try these goods?"

There are a great many good advertisers who don't go on the theory that their goods will look after the repeat orders. They develop all the various uses they can for them, and drive this home

in their advertisements and in their selling plans.

I saw a circular the other day which the 3-in-One Oil people send out with their goods. It has pictures of seventeen different articles upon which to use the oil. A man might buy some of the oil to lubricate a bicycle and this circular would remind him that it would also make that old lock work better, that the children could use it on their roller skates, that it would polish wood-work and furniture, and that a little of it might make the clock go better. It is not necessarily a new idea, as I think Eve expatiated on the various uses of apples, but it is an idea that helps increase the consumption after you have already "landed" a customer, and it is an idea that could be used a great deal more than it is.

When you stop to think of it, all that is going to be learned about advertising in the next twenty years will be concerned with two things: How to get new customers, and how to sell more goods to old customers. And selling more goods to old customers involves helping them find new and additional uses for the product.

HOW THEY SELL MORE TO OLD CUSTOMERS

A lard maker used to talk about the merits of his lard, and did very well with it. Then he discovered, by investigation, that more lard was used in making pies than in anything else, so thereafter he put a great deal of emphasis on pies, how to make them, how delicious they were, and so on. He furnished recipe books, and told all about making fine pie crust, and doubtless encouraged the use of double-crust pies instead of single ones. He was not content with having a trial package of his goods in the customer's pantry—he wanted the stuff used.

I have experimented with various kinds of tooth paste, and find that I use a great deal more of the kind that tastes good than of the kind that has a bitter-

The Standard Paper for Business Stationery—"Look for the Water-Mark"

Your Business Letters

should intensify, rather than deprecate, the dignity, poise and high-character of your house, for then they are positive assets—not negative non-entities. They should be typed on

Old Hampshire Bond

Our book of Old Hampshire Bond specimens will be sent to any business man who will ask for it under his present letterhead.



Hampshire Paper Company

South Hadley Falls
Massachusetts

The only paper makers in the world whose entire endeavor is devoted exclusively to making bond paper.

Makers of Old Hampshire Bond, "The Stationery of a Gentleman," and also Old Hampshire Bond Typewriter Paper and Manuscript Covers.

Made "A Little Better than Seems Necessary"—"Look for the Water-Mark"

taste. That one fact must increase the consumption of tooth paste among old customers far more than the same amount of effort would get new customers and insure their permanence.

The paint people understand this principle very well. They are not content with introducing their goods and leaving it to the natural inclination of the customer to use it forever afterwards. When they get a customer their work has just begun. Then they tell him, if he is a farmer, for instance, that he should paint his house, and his barn, and his fences, and his chicken coops, and so on till there is nothing left to paint. Then they tell him that it is better to give things a new coat of paint occasionally, and not let them get run down. It all helps in the consumption of paint, and amounts to a great deal more than if you could get every man, woman and child in the country to buy a sample can of paint and let it go at that.

APPLYING DOCTRINE TO FARMERS

Cement people are not satisfied with telling farmers which kind of cement is the best to buy. They show the farmer how to make watering troughs and such things out of cement, and that not only increases the consumption of cement but sets an example for other farmers, and is a constant suggestion that cement is a good thing for many uses—fence posts, culverts, steps, walks, and so on.

Gas companies learned long ago that it was not enough to pipe gas into a house and let it go at that. The next thing was to get people to use more gas. The best way to secure that was to make the service satisfactory, make it truly an economy, and then cultivate its use. Recipe books to encourage fruit canning are one of the many means adopted by one gas company to encourage its customers to use more gas. In fact, raising gas bills is one of the chief opportunities recognized by gas companies, especially in communities

where nearly everybody is supposed to have gas in the house.

One of the big packing companies in Chicago had a by-product of glue. In order to market the glue in large enough quantities to consume the output they had to consider who used the most glue, and they found it was the makers of sandpaper. And when they had exhausted the market of selling glue to sandpaper makers they had to go into the business of making sandpaper to get to use up the glue, and then had to get busy and increase the use of sandpaper in order to widen the market for that. It wasn't so much a question of finding customers as in getting them to use more of the product.

The story has been told of how the telephone companies increase the use of the telephone by getting grocers and druggists to encourage their customers to order more goods over the telephone.

It would be possible to go on and heap up examples, but perhaps enough have been given to show that our good friend who is admittedly spending all his ammunition on non-consumers, is doing so in the face of a great deal of sound precedent to the contrary.

But he has one consolation—he is not lonesome. Pick up a magazine and run through it with this point in mind, and you will see dozens of concerns that seem to be trying to make you think nobody has ever tried their product, and that you have a good chance to get in on the ground floor and be among the first users.

I don't know how it is with other people, but I know that when I buy a thing I like to feel that I am not the first person who ever tried it, and I rather enjoy having it assumed that I am not the last one on board the band wagon.

Propositions differ—I admit. But this much I do contend: That a great many advertisers put too much of their emphasis on getting new customers, and not enough on getting old customers to use more of the goods.

Brooklyn, Queen of Home City Markets

This is to announce that we, the undersigned Brooklyn newspapers, will present in Printers' Ink every other week for one year, practical market-study facts about Brooklyn as an outlet for your goods.

Brooklyn is a city unique in America: it is the one real and big home section in the world's largest and wealthiest metropolis.

In Manhattan, just across the river, homes are very rapidly decreasing every year. Despite the dense East Side in Manhattan, *there are fewer children at school there than in Brooklyn*. And children are the indisputable evidences of homes.

The neighborhood feeling, active civic effort, extensive church and organization interest, comfortable, complete houses and lawns—the same things for which you eagerly search in sizing up other city markets—are here in very great abundance.

And the intimate personal links between such family circles and their well-rounded home life are,—in a peculiar Brooklyn manner,—the long-established Brooklyn evening papers—clean to the core, and famous in journalism for family appeal.

We invite you, for your own sales information, to make a point of reading each ad in the series.

The Brooklyn Eagle

The Brooklyn Standard Union *The Brooklyn Times*
The Brooklyner Freie Presse *The Brooklyn Citizen*

Only Brooklyn Papers Cover Brooklyn Homes

STRAIGHT TALK TO CONTENTED COPY-WRITERS

NO DOUBT ABOUT THE FATE OF THE MAN WHO BELIEVES HE HAS ABSORBED ALL THE KNOWLEDGE WORTH WHILE—HOW ONE MAN LANDED AN ACCOUNT BY ADAPTING IDEA FOUND IN "PRINTERS' INK"—THE VITAL NEED OF KEEPING IN TOUCH

*By Desmond Cosgrave,
Copy Director of the Foster Debevoise
Company, New York.*

Not so long ago one of the solicitors in a certain agency received a "tip" that a manufacturer was about ripe for an advertising campaign. So far as could be learned no product similar to this man's had ever been advertised. A number of agencies had been "tipped off" and the prospect, exasperated by stupid questions, had refused further information.

Now, for some time the head of the copy department of the "certain agency" had been making *PRINTERS' INK* a veritable little dividend earner by filing away the plans and suggestions for advertising various commodities as they appeared in the different issues. In this particular case, the file disgorged not only a tentative plan of advertising, but also some highly important data bearing on the commodity. When the prospective advertiser found a solicitor who could talk intelligently about his product he gave him an interview and later his account. And that is only one of the countless boosts to future business which this agency has obtained from that file.

Recently, a man of my acquaintance was suddenly elevated from an ordinary copy writer to the advertising manager of a big retail business because of a valuable idea he secured from an article in the "Little Schoolmaster." He applied the idea to the advertising of his employer and pulled off a success that the store has never stopped talking about.

In one single issue of *PRINTERS' INK* there is represented the result of years and years of study,

of research and of experience in advertising and selling. The master minds of advertising are among its contributors. These men do not theorize. Their articles are based on experience—actual experience gained from campaigns conducted by themselves or in which they played a leading rôle. Practically every phase of advertising is covered by *PRINTERS' INK*. Publicity schemes over which the foremost authorities in their respective fields spent months of study and work are revealed and explained. New forms of appeal and approach are being constantly brought out. In every issue the copy man will find a veritable gold mine of facts and ideas and suggestions that will increase his efficiency and add to the value of every campaign that he handles. He will also obtain information on things that have little bearing on the work in hand, but which are as essential to the advertising man's education as trigonometry is to the surveyor's.

WHAT THE COPY MAN SHOULD KNOW

The writer has been in the advertising business long enough to wonder how a copy man, or any advertising man for that matter, can expect to crowd any measure of success into the limited-efficiency period unless he is willing to put in a goodly part of his after-office hours in acquiring some of the fine points of the science of advertising as laid down by his peers.

There is any number of agency copy writers—men who have literary ability—who have been at it long enough to guess that the object of their efforts is to sell something. But the agency copy writer who is going to win out is the man who is capable of *taking a commodity in the rough and building a comprehensive selling plan around it*.

Not only that but he must have the analytical power to dig out the salient selling factors and present them in their right place and in the most convincing form in the selling argument. Of course, in an advertising agency the plan

of campaign is often laid out and the central selling idea decided upon before it goes to the copy department. If the man who gets the assignment is a mere "copy-cuss" he dashes off the campaign and takes a smoke. But if he is a real copy writer he does some analyzing on his own hook. More times than I can remember, a copy man has seen the weak spot in a plan and saved the client a lot of money and the agency a big client. More times than can be enumerated the copy man has braced up a plan just where the brace was necessary to make the campaign a big success. And he has been able to furnish the brace because he has learned some advertising strategy and knew just where to apply it. This type of copy man is the student of advertising, the reader and absorber of all the advertising literature he can get hold of.

The ability to write strong copy is a splendid asset to the man who is going to make advertising his life work. And other things

being equal the "salesman-on-paper" has a big lead over the advertising man who lacks the gift of writing.

Here's a case in point: Not long ago the position of advertising manager in a very large concern was given to a copy writer in the advertising department. The promotion was unlooked for especially on the part of a very able member of the same department who had always been regarded as the logical candidate for the job when the vacancy occurred. Disappointed, this man asked the president of the concern on what grounds he made his choice.

"You know our business from the ground up, I'll admit," the president told him. "Moreover, you know more about space buying and the details of the department than does the man I've put over you. However, he has the ground work and the ambition to become as expert in these things as you are now. But there's one thing he has which you can never

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

hope to acquire and that is the ability to write the kind of copy that sells my goods. That's why *you* didn't get the job."

FATE OF THE UNPROGRESSIVE

The real development of advertising has been accomplished in the last ten years. Copy writers and copy departments belong exclusively in the newer order of things. Hence the business of copy writing is a modern occupation carried on by young men. Every day the standard of copy efficiency is becoming higher. In this phase of advertising more than in any other, the enthusiasm and energy of youth are vitally essential.

What's going to become of the veteran copy writers—the men who *specialize on copy without widening their knowledge of the various other phases of advertising?* How many men, who are now grinding out copy, have ever considered their future? What are they going to do when their enthusiasm becomes dulled and their old-time creative facility refuses to yield another idea?

Don't be disillusioned by the thought, Mr. Copy Writer, that your reputation of to-day as a result getter on paper will keep you in the high-salaried ranks twenty years from now. There's food for thought in what Herbert N. Casson wrote recently in PRINTERS' INK. He says: "In the advertising world, what we may expect in the near future is a period of inventiveness. Better ways of doing the same old things—that is the motif of the future." For all we know the masterpieces of copy writing that are being pasted away in scrap-books to-day may even in ten years be held in the same degree of irreverence with which we regard the ads of 1880.

The point I want to drive home to every copy writer is this: Broaden out! Widen your vision. Get a working knowledge of the whole advertising business. You know the copy end of it. Go after the others—merchandising, media, strategy, follow-up systems and all the rest. If you in-

tend to remain in the advertising business *get an advertising education.*

There are scores of successful men in the advertising business to-day. Many of these at one time were copy writers. They had no tighter cinch on success than you have now. These men had no better opportunity than you have to get the knowledge that put them where they are. Their success proves pretty conclusively that where there's a will there's a way—even in the confined environs of the copy department.

Unlike the outside man who talks and hears of nothing else during a working day but advertising and selling, the copy man has got to acquire the knowledge essential to success wherever he can find it. And be very sure it's not all to be picked up at the ad club lunch table or at the ad man's banquet.

The lawyer has his Blackstone and his cut and dried laws to refer to. The physician finds the solution of his problems in the human body. The engineer has figures and hard and fast rules to abide by. But alas, the poor advertising man has nothing save his own experience and the experience of his fellows to guide him. And how under the sun can he obtain the most and best of the little aid that is vouchsafed him in this tremendously big subject unless he reads assiduously the information contained in his advertising journal?

MINNEAPOLIS AD MEN STUDY PSYCHOLOGY

Prof. David F. Swenson, of the University of Minnesota, has been giving a series of three lectures before the Publicity Forum of the Publicity Club of Minneapolis, Minn. The first was on the subject, "Psychology as Applied to Advertising," and the second, "Art in Its Psychological Relation to Advertising." The attendance at the forum meetings has been increasing and it has now reached an average of from fifty to sixty.

The College of Journalism of Columbia University, New York, endowed in the sum of \$2,000,000 by the late Joseph Pulitzer, will open next September, according to Dr. Nicholas Murray Butler, president of the university.

More Facts About the "Stone Wall" vs. the Open Door

¶ Some time ago we pointed to an incident where a certain large-city store discontinued selling a leading line of gloves because the manufacturer refused to allow the store to substitute its trade-mark for his.

¶ Next we showed you how large-city drug stores sell toilet articles under their own name wherever possible and how they frequently slash the prices of nationally advertised toilet articles. Thus they gain glory and prestige for themselves at the expense of nationally advertised products.

¶ One of the biggest clothing stores in Chicago advertises a well-known line of nationally advertised clothing, but if the consumer does not keep a sharp lookout he does not get the nationally advertised goods called for. He gets the "house" brand.

¶ A similar condition prevails in another large Chicago store, which carries a well-known line of guaranteed hose.

¶ We have taken shoes this time as a concrete example of the large-city store's fixed policy of selling goods under its own name and not selling or pushing nationally advertised goods.

¶ It is easy to see what happens when a man or woman, in response to the national advertising of a manufacturer, asks for a certain product at a large-city store that is selling a similar line of merchandise under its own name. The National advertiser has brought the large-city store a customer, but it is by no means certain that the customer secured the product of the National advertiser.

¶ Thus one sees what a formidable obstacle confronts manufacturers who depend on a market in large cities.

¶ It is a veritable "Stone Wall" between maker and consumer—an obstruction which most manufacturers cannot remove no matter how much money they pour into advertising appropriations.

¶ Before attempting to batter down this "Stone Wall" a good many manufacturers have found it paid them to seek a successful method of avoiding it—these manufacturers have found the "Open Door" in the "Stone Wall."

Look at the Names On these Shoes



Q Each of the three firms whose names appear on the shoes reproduced above, does an enormous shoe business.

But if you were the maker of a widely advertised brand of shoes, what chance would you have of selling your product through any one of these stores, even tho people called for your brand? And if one of these stores should stock your line, would you consider it a healthy business condition for you? Would you not feel that a dealer who carried your line and another line under his own name, would be likely to push his own brand to your detriment?

Q Please do not think that we are accusing these stores of being unfair to manufacturers of nationally advertised lines. We are simply stating FACTS regarding large-city merchandising conditions just as they exist.

Q But let the manufacturer of nationally advertised goods bear this in mind, he need not depend upon large-city stores for the bulk of his business. He need not direct his appeal principally to the public who patronize these large-city stores.

Q There is another market—a bigger market—a market a hundred times less difficult to capture. That market lies in the small town field, and is the "Open Door" through the "Stone Wall."

PEOPLE'S HOME JOURNAL

The Typical Shoe Ad Appearing in Small Town Papers



¶ The above advertisements have been taken from recent issues of small town newspapers. They are typical. One finds thousands of similar advertisements every week in newspapers printed in small towns. This advertising was paid for by the local dealer. And whoever saw a shoe dealer in a small town advertising shoes under his own brand?

¶ These facts are unmistakable:

¶ Small town dealers are pushing nationally advertised lines.

¶ They are virtually partners, not competitors, of the national advertiser.

¶ Instead of killing business for you, they are capably representing your interests. They handle all the business your national advertising produces, and make many a sale for you on their own initiative.

¶ Now, how are you helping these small town dealers? How are you backing them up? Are you reaching as many of their customers with your advertising as you should?

¶ Would it not pay you better if you spent a considerable part of your appropriation in publications which have exclusive, not incidental, circulation in the Small Town Field?

¶ Remember, the Small Town Field has twice the population of the Large City Field and therefore, at least, two-thirds of every national advertiser's appropriation should be confined to towns and cities under 25,000.

PEOPLE'S HOME JOURNAL

The First Choice of Leading National Advertisers

¶ Among the several desirable publications which circulate exclusively in the Small Town Field, leading National Advertisers place THE PEOPLE'S HOME JOURNAL at the top of the list.

¶ They concede it to be the Standard Publication of the Small Town Field.

¶ For THE PEOPLE'S HOME JOURNAL is read by wives and daughters who belong to the well-to-do families in our towns under 25,000.

¶ In literary, artistic and typographical qualities THE PEOPLE'S HOME JOURNAL compares favorably with any magazine in the world. No other small-town medium is so well-dressed or capably edited.

¶ Nor does any other magazine of equal circulation in the small-town field command as high a subscription rate as THE PEOPLE'S HOME JOURNAL.

¶ Yet, our advertising rate-per-line-per-thousand is as low—and in most cases lower—as that of other small-town mediums.

¶ And we guarantee you 900,000 circulation with every issue.

¶ Write for a sample copy of the latest number of THE PEOPLE'S HOME JOURNAL. Note its literary excellence, its attractive make-up—and the large number of big National Advertisers who continue to use THE PEOPLE'S HOME JOURNAL month after month.

¶ For sample copy, rates, analysis of circulation, etc., address our nearest office.

Established 1885

JOS. A. MOORE, Advertising Manager

F. M. LUPTON, Publisher, New York City

(INCORPORATED)

J. A. C. NORRIS, New England Mgr.
BOSTON

J. P. BALMER, Western Manager
CHICAGO

PEOPLE'S HOME JOURNAL

SUBSTITUTION A STRONG HABIT IN ENGLAND

LIGHT ON AN EVIL FOR AMERICANS
INTERESTED IN BRITISH TRADE
PRICE PROTECTION DOES NOT STOP
IT—GROWING ON CONTINENT

By *Thomas Russell*,

Advertisement Consultant, Clun House,
London, England.

It is only necessary to look at any collection of British advertisements in order to see how rampant the substitute evil must be.

Almost every manufacturer of a branded product—from patent medicines, toilet articles and bottled beer, all the way to vacuum cleaners, duplicating machines, fountain pens and other inventions—nearly every one seems to think it incumbent upon him to add to every advertisement an adjuration about substitutes and the necessity of avoiding them.

It does not seem as if this constant warning could be very effective, and in point of fact it is not. The substitute evil is rampant and does not show any signs of having been hurt. The substituting retailer observes with a grin everything that is said about his wickedness, and goes on being wicked with a light, if sinful, heart. It used to be said that price-protection would cure substitution. Most new proprietary articles put upon this market, in the drug and grocery lines at all events, are sold at fixed prices. A retailer who cuts the price gets his supplies cut off. But this does not prevent him from selling substitutes nor from pushing them aggressively, and the price-protection agreement does not include any covenant against substitution.

A few old-established articles have adopted price-protection. The biggest sellers among these are Carter's Little Liver Pills and Scott's Emulsion, both of which are subject to as widespread and aggressive substitution now as they were when they were sold on a free-trade basis. It may be true, as American advertisers

seem to have become convinced, that the protected price system is right; but it does not stop substitution for all that, so if it is right, it must be right for some other reason.

BIG RETAILERS STARTED SUBSTITUTION

It was price-cutting that led to substitution in the first instance; big retailers slaughtering prices of proprietaries as a weapon in competition. The little man, who could not buy as large quantities wholesale as the big ones, had to meet the cut, and sometimes had to sell at cost or below it in order to do so. Then he introduced substitutes and tried to avoid selling out proprietaries whenever he could. The big cutters followed suit, but are not such aggressive substitutors as the little ones. What they do is to supply themselves with obvious substitutes for big sellers, and these are what they put on view, the proprietaries being kept out of sight. Consequently, if a man goes to a shop convinced that he wants emulsion or little liver pills, but not convinced that he wants Scott's or Carter's, he very likely picks up from the counter something that is put there for him to see and says: "Give me this."

When an old, established article that has always been sold free-trade way is first put on the protected list, substitution is increased. The regular buyers come to the counter, and when they are asked to pay more money they kick, and probably go away and say they will try some other shop where this kind of swindle is not put up on them. Then they will go from store to store until they get convinced that the raised price goes, and ultimately buy at the last establishment visited. Very likely they do not like to go back to the original place because they are ashamed to own themselves beaten, and they may keep away from that place altogether if they have been at all nasty about it.

In these circumstances a new article on the protected list is

promptly substituted, so that the first man may tell his story and offer the substitute in the endeavor to keep his customer from going the round. A large retailer, with a chain of shops all over the country, stated that he was practically forced to put a substitute on the market when Scott's Emulsion was first pro-
tected.

The substitutor, particularly in the drug line, often describes the substitute as something made by himself—something that he knows all about. But in saying this he is generally lying. He could not, for example, make coated pills, and it is not very likely that he could make emulsion, which requires even more expensive machinery than pills. In point of fact, he does not even get an article made specially for him.

MAKE BUSINESS OF MANUFACTUR- ING SUBSTITUTES

There are several manufacturing houses, including some who own advertised proprietaries, making a regular business of furnishing substitutes for every advertised drug and toilet proprietary. If the retailer will buy a sufficient quantity, generally a gross of packets, he can have his name printed on the wrapper. There is no mistaking the purpose of these things, which are freely advertised in the drug papers. If a manufacturer advertises a line of "little liver pills" with the above facilities, there is no question but that he is offering substitutes for Carter's Little Liver Pills. If he offers "backache and kidney" pills or tablets, it is obviously Doan's Backache Kidney Pills that he is out after the trade of. There is a very well-known dentifrice called Euthymol. When somebody else puts up a very similar preparation and calls it Aethymol, I do not think anybody would have much doubt why he did so.

There is, in fact, a wholesale trade in substitutes, and occasionally one of the manufacturers comes out in the trade-papers with a straight defense of them. He says that every retailer has a

right to sell anything he chooses, and if he prefers to sell something else instead of an advertised product, there is nothing in law or reason to prevent him doing it. This is true, but there is something in honor. But, as Lady Teazle said: "Don't you think we had better leave honor out of the question?"

The substitutor evil, then, flourishes and shows no sign of abatement. It is reasonable to infer that the drastic step of putting at the end of an advertisement, "Accept no substitute" has not led to the path of suppression. One well-known proprietor said to me that if he had put up his own substitute at the same time that he had put his proprietary on the market, he would have made more money. But the real weapon against substitution is improved advertising. It ought not to be necessary to rely on a sentence at the end of an advertisement to prevent people accepting substitutes. By the time they get that far down the advertisement they ought to be so convinced that they need the genuine product as to require no warning. It is the imperfectly convinced buyer that gets away with the substitute. Substitution is comparatively new on the Continent of Europe, but it is growing every year.

THE MODERN WAY TO SALES

In an address before the Mid-West Implement Dealers' Association, A. L. Gale, of the Darlow Advertising Agency, Omaha, said: "Advertising working in conjunction with an effective sales plan is the key to modern commercial success. A few years ago, 'Does it pay to advertise?' was an actual question. To-day there are more business men who say they can't afford to do without advertising than there are those who express any doubt whatever on the same question.

"The mail-order houses are ahead of the implement dealers and the implement manufacturer in their use of advertising," said Mr. Gale. "It is the mastery of scientific salesmanship on paper that made it possible for Sears, Roebuck Co. to take in \$75,000,000 last year."

"The rural districts," Mr. Gale said, further, "are an especially good field for advertising, as the farmers have more money than any other class of citizens."

NOW LOOK

At These

November Figures

Something wonderful broke loose in Birmingham last month. It's a startling thing—but let the **figures** tell the story. "Bombastic generalities" mean nothing, prove nothing.

The Birmingham News gained.....	42,616 lines
The Ledger LOST.....	124,138 lines
The Age-Herald LOST.....	19,178 lines

(The above is total business, as compared with the total carried by each paper in November, 1910.)

Let's look a bit into the details of these figures:

TOTAL BUSINESS

The Birmingham News carried.....	582,834 lines
The Ledger ".....	361,718 lines
The Age-Herald ".....	445,392 lines

LOCAL BUSINESS

The Birmingham News carried.....	426,510 lines
The Ledger ".....	289,072 lines
The Age-Herald ".....	339,150 lines

FOREIGN BUSINESS

The Birmingham News carried.....	156,324 lines
The Ledger ".....	72,646 lines
The Age-Herald ".....	106,242 lines

(Eliminating our beer and whiskey advertising, The News carried 16,240 lines more foreign than The Ledger—or 22 per cent more.)

It will be seen that The News carried a total of 60 per cent more advertising than The Ledger, and 30 per cent more than The Age-Herald. (Age-Herald figures include their Sundays.)

Now—There can be but one answer to a condition like this, where one paper in a city carries pretty nearly as much advertising as both the others combined. **You know what it means.**

November bona-fide circulation guaranteed many thousands larger than any other Alabama newspaper—

27,817

The Birmingham News

"Alabama's Leading Daily"

VICTOR H. HANSON
Publisher

N. Y. Office—6206 Metropolitan Bldg.

ALBERT HANSON
Mgr. Foreign Adv.

UNITED CIGAR STORES, THEIR PRACTICES AND POLICIES

ELABORATE SYSTEM OF REPORTS AND ACCOUNTING THAT SIMPLIFIES ADMINISTRATION AND REDUCES SELLING TO SOMETHING LIKE SCIENCE—REPORTS BY PERCENTAGES—DAILY INVENTORIES

By *George J. Whelan*,
President of the United Cigar Stores Company.

II.

The retail cigar business was, as I said in the first installment of this article, completely demoralized, and the American company was only too glad to have us restore it. The rest followed in due course. We started with a definite plan but it was bare of details. The growth and development has been an evolution. It has been no one man's work.

We started out to give the consumer the *best we dared to give him*. Everything was aimed to please him—not as a philanthropy, but for business. We picked sites for our stores where the greatest number of consumers could find us; we made the stores attractive inside and out; we stocked them with the best goods we could buy at the lowest prices; we trained our clerks in courtesy and service; we devised window trims to catch the eye; we prepared advertising, distributed premiums and worked special schemes. And then *on top of that*, we provided a scheme by which these details should be taken care of automatically and automatically improved. We devised a system and *set a system to watch it*.

A SYSTEM THAT DOES NOT GET IN ITS OWN WAY

We do not have the kind of system that gets in the way and absorbs the attention of the heads of the business. Ours is a system that does away with unnecessary thinking and planning. Every detail that can be is systematized.

I can sit here in the office and

ask how many boxes of "Sweet Caporal" cigarettes does such and such a store out in Seattle have in stock, or how many did he sell last month, or the corresponding month in 1910 or 1909, and in two minutes I can find out. I can get the information while the train of thought that prompted the question is fresh in my mind. I don't have to write out to Seattle or wire out. It is here.

And the information costs next to nothing to get. It comes out of the monthly audit and daily reports.

Our business is largely built on reports. We want reports for two reasons. First, for our own protection, to keep track of the stock and the sales in the many hundred stores, to trace leaks, prevent them, and in general train the clerks in our widely-separated locations to habits of accuracy and honesty. Second, we want reports so as to help the sales by showing us the reason for every condition, good or bad, in the whole country. With that information we can immediately take steps to correct the bad condition or extend the good.

We have a system that shows us all that and we have another system that immediately makes use of the material. It is elaborate and calls for a great many clerks and accountants but the net result is simplicity, and it goes like clock-work.

It has made the work of every department head much easier. We have been able to turn from guesswork and office drudgery to clean-cut facts and figures. The time we used to spend on guessing and verifying and experimenting we can now put in on sales development. And sales development means almost wholly a question of taking notice of the weak spots revealed by the reports and applying locally the methods which have proved of value in other places.

Our knowledge of all these things is a matter of certainty. We know that if certain things are done, the result will be satisfactory and certain. The important thing for the officers to do

\$1,200,000

Carried Home Every Business Day of
the Year By the Farmer Who
Raises Live Stock

"A daily average of a thousand carloads of live stock at an average value of \$1,200 per carload, or an average of \$1,200,000 worth of animals, are disposed of every business day of the year at the Chicago live stock market."—*Chicago Evening Post*, Sept. 30, 1911.

It should be noted that the above refers only to Chicago. There are dozens of other big live stock markets throughout the country and thousands of smaller ones. The man who raises the cattle, horses, sheep and swine that are sold at these great market places is, as a matter of course, the interested reader of the stock farmer's newspaper, the one publication that gives him all the information at first hand, and from reliable sources. That publication is recognized everywhere as

The Breeder's Gazette

If you are interested, if you wish to enjoy business relations with this wonderful buying power, men whose aggregate wealth touches the five hundred million mark, we shall be pleased to hear from you.

Kindly ask us for one or two recent issues of **The Gazette**. We send samples to applicants only. Address

The Breeder's Gazette
542 South Dearborn Street
CHICAGO

or



WALLACE C. RICHARDSON, INC.
41 Park Row,
New York, N. Y.

GEO. W. HERBERT, INC.
First National Bank Bldg.
Chicago, Ill.

is to see that these other things are done. I do not personally need to know a lot of details about the business. Practically the only thing I am doing in the company to-day is to take care of anything that comes up in the legal department, or to harmonize differences and keep things running smoothly. If two men have any differences they come to me to settle them. That is part of our policy and system. And before they hear my de-

year. All I want to know is what the percentage is on every dollar we take in. I look at Kansas City, for instance, and see that it costs us eight per cent rent. That is too high, so we find out how we can remedy it.

KNOWS WHERE BUSINESS STANDS

We take an inventory of our business every day. We carry about a million dollars' worth of stuff. It was \$1,300,000 at the last figures. I have a book in

which I can see at any moment just how the business stands. This book contains a list of heads such as "gross sales," "rent," "miscellaneous wages," "cost of lighting stores," "miscellaneous expenses," "general expense," "money spent in schemes over which the store has no control," such as a special advertising campaign, etc.

Every dollar that comes in must carry against it a charge. Two per cent, for example, is charged against every store for the advertising fund, and the men who think they can turn that two per cent into a profit for themselves by not advertising are fooled; it is charged against them anyway.

So that is the first thing—exact knowledge as to where we stand every day of the year. I do not know whether we have carried our system any farther than some other big concerns, but I do know or believe that 95 per cent of the retail shopkeepers do not know much about their business. I believe that fully 50 per cent do not take an inventory once a year. We have formal inventories taken by men sent out

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NO. 11

UNITED SHIELD

CHE man who is meant to be wanted for work for regular salaries is that man who works for the love of the job. If he does his work well, he will not be compelled to leave the job, for he will serve his own interests best, for he will do his work well, and the employer will be as pleased as possible to his employer; and when the time comes to discharge him for a higher position, the employer will be glad to give him who has done his work well.

I have never found it difficult to find the man for the job who wants the job. There are plenty of men to fill every job, but few who want the job for its own sake. I have found that there are not so many men who will work for the salary alone. As a result, sometimes if they are not paid well enough, they will leave the job, and the employer will be compelled to find another man who would not otherwise be responsible.

The new order that is coming in is that the employer is to pay the man a living wage. It is looking for the man who will work for the satisfaction of work well—*for the love of the job*. For him there are large opportunities.—Franklin T. C.

PUBLISHED IN THE INTEREST OF GOOD SERVICE TO SMOKERS

THE UNITED HOUSE ORGAN—ONE LINK IN THE CHAIN OF SERVICE

cision they must agree to be friends after it.

I don't want to know the details. I can trust others to attend to that. I want to see things broadly, and so I have arranged that every regular report, by the time it gets to me, is simplified to a single figure.

All of our reports are by percentages. I do not care whether a store costs \$6,000 or \$16,000 a

from the home office twelve times a year, arranged at irregular and unexpected times, and we have daily reports of sales.

Yearly inventories wouldn't be of any use to us—or half-yearly or quarterly. Too much can happen in three months. We want to know what is wrong *before anybody else knows it.*

Here is where most business is wrong. Most retailers do not know what they are doing. Business men tell me about the amount of things in stores. They say people are hard up and do not buy. I do not believe that at all.

The trouble is that the average merchant is buying and selling on a wrong basis. He buys as long as his money lasts and then tries to sell his goods at a relatively large profit. If he has three thousand dollars in the bank he buys goods with it, and keeps his goods until he gets his profit or needs the money.

I believe in doing a *lot of business on a small margin of profit.* If I were in the egg business, instead of doing as a lot of dealers do—buy eggs in June or July and wait to sell them at a high per cent profit when the prices go way up—I would sell them as soon as I could at a 6 per cent margin of profit. I would make more money than the man who buys at 18 cents and waits until the price of eggs is 38 cents. I would be selling so many more eggs and I would be *building a business.* I would probably sell a hundred times as many eggs on the smaller margin of profit as the other fellow sells at a larger profit.

Now, in our own line: Suppose you can make a certain cigar from \$35 a thousand up. When you get to above \$35 the average manufacturer jumps to \$50. Now we go \$2 at a time or \$10 at a time, according to the cigars, not merely to sell cheaply, but so as to make a quick turnover. That is the main thing.

Our trade is different from the department store, for instance, in that if the department store sells one thing very cheaply and loses

Measure

The measure
of the interests,
activities,
sympathies
and tendencies
of the
Woman's Home
Companion
reader, can be
measured by
reading the
Woman's Home
Companion.

on it, it makes it up on another line, whereas if we sell our goods at a loss we cannot make up on any other line.

Suppose we buy a job lot of cigars worth \$100 for \$50, they would have to be sold to bring \$60. Quick repeating is better than slow profits.

The average drug store sells its own goods at a higher profit than it does patent medicines. It sells patent medicines at cost and makes 10 per cent. Then it puts up a remedy of its own and makes a big profit on it.

The United practice is just the opposite. We make *less money* on our private brands than on public brands. Our private brands are of greater value than the public brand.

A package of cigarettes that we sell for 10 cents should represent a higher grade brand than a public brand sold at 10 cents. If the man happens to like the cigarette, he must come back to us because he can't get it at any other place.

WHO RUNS THE BUSINESS.

Ninety per cent of the dealers let other people's ideas run their business. Ninety per cent of the dealers are governed by the people who trade with them. We run our business instead of letting other people do it.

The business of the average retail cigar store is about \$30 a day. Our retail business is about \$150 a day. That is the difference between the two methods of doing business.

The result of the systematic way in which we tried to handle our business is that we began early to devise ways and means of utilizing the mass of information poured in by the reports. We brought the heads of departments together in weekly conferences. These are no formal and perfunctory affairs with us. They are essential to the business. In the conference I have only one vote. I may propose suggestions, but they will not go through on that account.

I claim, for instance, that our customers do not cut the end

of the cigar off right, but I have not been able to make the people in this office understand that. For six months I have been trying to get them to see that if the cigar were cut off in a V shape instead of straight across, it would taste better and be a better smoking cigar. I know that is true but I do not try to railroad it through because free discussion and independence of judgment is worth more to the business than the adoption of any one scheme.

I put one of these schemes up to our people and back it and get them to take it in hand. Then in a few days or a week I take the opposite side. I am the first one to get after it. If I put a plan up for operating the business and then do not take an opposite end, they are apt to continue it for the sake of not hurting my feelings, although perhaps they do not think it a good scheme. If the men go against it I back it again until the possibilities are all threshed out.

The execution of all these ideas and suggestions is carried out by several departments, which in some cases are subsidiary companies, the United Stores Realty Company, for instance.

ENTERING NEW TERRITORY

When we have determined to enter a city or territory, the realty company goes ahead and picks out the site or sites for stores. We look for the places where men most congregate. They generally are corners. Investigators carefully check off the traffic for days at a time in various parts of the city until we know absolutely the most desirable locations.

Sometimes we cannot get the locations at any reasonable rent, or at all. Then we take the nearest location and wait our time. It often turns out that the best thing we can do is to buy or lease the whole building. In this way we often get the site we want without rent, because the store space required is so small that the rent of the other tenants makes up the difference.

Why It Will Pay 1912 Advertisers to Use the Southern Daily Newspapers

The conditions in the South are different from other sections of the country. This is particularly true in advertising. East and West the magazines and big papers reach the masses. In the South the nearby daily newspaper is the one strong medium. The average Southern man and woman reads a favorite paper. That paper has no street or newsstand sales to speak of. It carries intimate news of the city, community or state in which it is published, and it GOES HOME.

Some of the papers listed here get twelve dollars in advance for yearly subscriptions. Few of them have a subscription price as low as five dollars a year.

The careful advertiser knows now that he must use these powerful daily newspapers to reach the buying power in

THE SOUTH

"Most Prosperous Section of the World"

ALABAMA

Birmingham Ledger (E)
Mobile Register (M & S)
Montgomery Advertiser (M & S)

FLORIDA

Jacksonville Metropolis (E)

GEORGIA

Albany Herald (E)
Atlanta Constitution (M & S)
Atlanta Georgian (E)
Atlanta Journal (E & S)
Augusta Chronicle (M & S)
Columbus Ledger (E & S)
Macon News (E)
Macon Telegraph (M & S)
Savannah Morning News (M & S)
Savannah Press (E)

KENTUCKY

Louisville Courier-Journal (M & S)

LOUISIANA

New Orleans Item (E & S)
New Orleans Picayune (M & S)
New Orleans States (E & S)
New Orleans Times-Democrat (M & S)

NORTH CAROLINA

Charlotte News (E & S)

SOUTH CAROLINA

Charleston Post (E)
Columbia State (M & S)

TENNESSEE

Chattanooga News (E)
Chattanooga Times (M & S)
Knoxville Journal & Tribune (M & S)
Knoxville Sentinel (E)
Memphis Commercial Appeal (M & S)
Memphis News-Scimitar (E)
Nashville Banner (E)

TEXAS

Houston Chronicle (E & S)
San Antonio Express (M & S)

VIRGINIA

Richmond Journal (E)
Richmond News Leader (E)

Our stores are compact. They are arranged on the principle of supplying the customer in the shortest possible time. Practically everything asked for is within the clerk's reach. Every inch of space beyond that is waste, and worse than waste—it is in the way.

After the site has been secured, the furnishing department follows on and puts in the equipment, which is uniform in every store in the country.

After it goes the supply department, which automatically stocks the goods.

Then the sales department takes hold, assigns the men and fits them into the system.

The window display department now gets under way, and last of all, the auditing department begins to check up.

All of the reports from all of these departments come into our headquarters here in New York, are worked over by the auditing department of 250 persons and are boiled down to percentages that tell us at a glance how everything is going in every part of the field.

All these things are vital to the sales department. They lift the burden off it. A good deal of what in another business would be the wear and tear of selling is removed at one stroke from that department and distributed among other departments, where it becomes mere routine, always under control and always tending toward improvement.

For instance, if the goods are good and fair-priced, the store interior pleasing, the window trim attractive, the advertising sensible and the clerks courteous, trade will gravitate our way naturally. The only way to make it move faster is to improve the goods, service, advertising, window trim, etc. It is not a matter of what some would call "salesmanship" except in so far as this is a matter of attention to details.

The concluding installment of Mr. Whelan's article will appear in an early issue of PRINTERS' INK.

"A TADPOLE IN THE ATLANTIC OCEAN"

Battle Creek, Mich., Dec. 7, 1911.

Editor of PRINTERS' INK:

Yours of the 5th received. It recites that some "prominent advertising man familiar with local conditions at Battle Creek" sent you a copy of our advertisement headed—"Many Carloads daily of Post Toasties leave the Pure Food Factories of the Postum Cereal Company, Ltd."

You say he comments as follows:

"When the honesty in advertising campaign meets with its fruition, what will we do with an ad like this? It's neither true nor honest, and yet it doesn't particularly do anybody any harm."

You then ask—"Have you any objection to stating the exact facts upon which this advertisement is built?"

In reply, I wish to emphatically state that we never have anything to hide in or about the Postum plant.

We have never knowingly made a misstatement in any advertisement that has been written since we have been in business, and any man who says that we do make misstatement or have made misstatements, is one of two kinds of liars, either ignorant or wilful.

Now, let's get that clear to start with.

The in and out shipments for this plant average per month between five and six hundred cars.

The advertisement in question was prepared, as my recollection serves me, in August. The shipments of Post Toasties for that month were two hundred and eighty-three cars (283).

Post Toasties is shipped generally in auto or furniture cars in order to get as near the minimum weight as possible.

The prominent advertising man "familiar with local conditions at Battle Creek," whom you refer to, evidently is some individual with a mind distorted with competitive jealousy.

Such people are locally known as having a soul so small that if put in a mustard seed it would have more room than a tadpole in the Atlantic Ocean.

These facts have been stated without much rhetorical polish, but they are good, clean, straightforward facts, and I trust will clarify your mind on the subject.

You can print this letter if you like; it has the hall-mark—"There's A Reason" stamped on it.

C. W. Post.

CROCKER-WHEELER'S NEW ADVERTISING MANAGER

R. G. Stoddard is the new advertising manager of the Crocker-Wheeler Company, manufacturers and electrical engineers, of Ampere, N. J. He succeeds Mr. MacFarland.

Standard and Vanity Fair, the New York theatrical publication, has been put into the hands of a receiver. It is stated that the periodical will continue to be published.



“Strathmore Quality”

Book and Cover Papers

Whatever your message—the “Strathmore Quality” papers will be found the best adapted to displaying it.

There is a “Strathmore Quality” paper exactly fitted to every style of work—commercial or social.

It gives the “personal,” individual touch which you are seeking and which distinguishes all class work.

Your printer will show you the “Strathmore Quality” Sample books—or we will send them direct on request.

Strathmore Paper Company

MITTINEAGUE, MASS., U. S. A.

HOW MEN'S BELTS MIGHT BE ADVERTISED

CHANGE OF STYLE AMONG MEN WOULD FAVOR A CAMPAIGN—HOW SUSPENDER MANUFACTURERS COULD CHANGE BASE—A SEASONABLE ASPECT

By *J. George Frederick*.

It is very curious that a certain most decided evolution in men's apparel has not been sized up and made the most of.

Suspenders are rapidly going out of fashion—especially among young men and good dressers. This is not some whim of a season, based on style jugglery, rather than upon logic—it is one of those few and far-between style shifts which occur in men's wear custom through the initiative of men themselves.

The advent of the belt began some years ago purely as a summer proposition. The evolution of the shirt preceded it; and after conventionalism (which is more rigid in men's wear than women's wear) had slowly digested the coatless summer man, belts became a summer necessity.

Meantime another big factor was working in the same direction—the coming of "snap" and "line" to men's ready-made clothes. It is astonishing to anyone who will take the trouble to look up the men's ready-made suits of ten years ago how absurdly without grace or fit they were. Clothes were made over ancient stock models, and the "short stout" variations were unknown.

As a consequence a much lower strata of people bought ready-to-wear goods, because they alone could abide the stove-pipe legs and soap-box waist line in the trousers offered them. The man of that day with a belt on was a rarity; and as for supporting his trousers with them he could not do it without looking like Aunt Jemima's sewing bag drawn taut in the middle. Suspenders were imperative!

To-day the situation, from the clothes side alone, is wholly different. Hart, Schaffner & Marx ad-

vertised not long ago the "shape-maker" trouser—a little extremism illustrating the broad general tendency in all ready-made clothing to make them fit better over the waist and hips. There isn't a ready-made suit seller to-day, whether his price per suit is \$10 or \$50, whose clothing does not have considerable "snap" and "line," and many of the trousers will hang gracefully to a man without the aid of either belt or suspender.

It was therefore almost inevitable, with the strong wedge which summer custom had made, and the removal of any necessity at all for suspenders, that men would slowly but surely drop them; for they have never been a comfortable thing to wear, and have always prevented perfect ease in movement.

A COMBINATION TOO STRONG FOR SUSPENDERS

Add to this the decided impetus toward the "athletic," affected by men of this generation, and you have a combination almost too strong for suspenders to resist. The belt, put on for summer use at first, and proving its comfort, has in thousands and thousands of instances, stayed on men the year around. Two-piece suits ordered with belt straps for summer use, paved the way to order *all* suits with belt straps. To-day it is only every third or fourth man who still wears suspenders; and it is usually the elderly or old-fashioned man.

The suspender manufacturers have felt this drift for several years in the most severe way, and some of them are now putting out belts and pushing them. No advertising has as yet been done for belts alone, however, and not one trade-mark name for belts is known to the public.

Look over the December magazines and you will miss the volume of Christmas gift suspender advertising so familiar half a dozen years ago. Why, instead, there is no concern advertising a belt as a Christmas gift seems a great pity; for if there is anything certain it is that the gift of a

WRITE IT IN
YOUR CONTRACT

Before definitely deciding on your advertising in New Orleans, look into the Newspaper situation carefully.

"THE DAILY STATES solicits advertising on the positive guarantee of a **LARGER CITY CIRCULATION** than any other paper, morning or evening, in New Orleans."

THE DAILY STATES

THE ONLY NEW ORLEANS NEWSPAPER ISSUING SWORN CIRCULATION STATEMENT.

PROOF OF POPULARITY—COMPARATIVE STATEMENT, 1910-11.

OCTOBER

1911	28,695
1910	<u>22,257</u>
Gains	6,438

NOVEMBER

1911	29,390
1910	<u>22,183</u>
Gains	7,207

A gain in circulation of $33\frac{1}{3}$ per cent. That's going some in New Orleans for one year.

"A PROOF OF QUALITY":

Five thousand more white readers in New Orleans than any other paper.

In addition to the above growth in circulation, the DAILY STATES carried more advertising (display and Department Store) during the first eleven months of 1911 than its nearest competitor.

"THERE IS A REASON FOR THIS."

The DAILY STATES has "QUALITY" as well as "QUANTITY" and makes good every time.

The Daily States

NEW ORLEANS

ROB'T EWING . . . Publisher

S. C. Beckwith & Co.
Foreign Representative,
New York and Chicago.

belt stands a dozen chances of being highly acceptable, to one chance for a gift of suspenders. Men who even now wear suspenders, frequently also wear belts; and there are large numbers of men who in their own homes prefer to be in belt and shirt than in the old-fashioned dressing jacket.

There is no particular need of alarm on the part of suspender manufacturers if they act at once, because *all the good will of suspender advertising may be conserved in belt advertising*. A "President" or "Bull Dog" belt would be quite *apropos*. The very same distributors handle the goods, and the same organization can sell them. Unless the suspender companies seize their opportunity and manufacture belts (at present they buy them from special belt manufacturers) they will miss their opportunity, for the belt manufacturers will unquestionably soon see *their* opportunity to establish a first reputation in the belt field.

At present the mass of men are hardly aware that the belt custom is so widely prevalent. Yet it is an actual fact that a great many men of discrimination are having *their full dress suits made so that belts may be used* (by lower vests and higher trousers).

By timing the opening of a belt advertising campaign with the coming of spring and summer, men the country over could be made conscious of the new trend, and by the time fall arrived they would be ready to respond to the educational work of getting all men to wear belts *the year around*. There is still a half-sense among thousands who wear suspenders in

For real man-comfort,—winter and summer—wear a good belt

You want stretch for your arms, without hitching and pulling—and no stopping and binding as you buck up against your desk work—therefore, sir, a belt for you, all the year around.

Dressy men are commanding even their dress suits made for use with a belt—as a belt goes, anywhere.

But—get a good one—

The Comfort-Grip Tongueless Belt

is unlike the usual belts—no vicious metal tongue, or holes to rip. The Comfort-Grip holds tight anywhere on the belt you want it.

Natty finish—all leathers and styles, thin, broad, plain, fancy. The leather and the grip is guaranteed; any dealer will give you another if you show one that hasn't made good.

Your haberdasher—or department store—keeps it; if not, send \$1.50 for an especially natty one. Get a copy of "Belt Topics." It has ideas.

AMERICAN LEATHER SPECIALTIES CO., New York, N. Y.

AN IMAGINARY AD FOR MEN'S BELTS

winter, that belt-wearing, except in summer, is a bit too negligé and hardly dressy. An advertising campaign could easily bowl over this feeling by pointing out the plain truth concerning the modern methods of cutting trousers, which practically make suspenders obsolete.

The campaign details would of course depend upon the position in the market of the concern advertising. If it were a suspender house with well-organized distribution and sales, a continuation of the advertising policy which had proved successful with the trade in the past would be wisest.

If the concern were new to retailers and the public, a more concentrated campaign, with newspapers co-operating with a sales crew, and an auxiliary trade campaign, would be most effective. As the situation of the house doing the advertising would vary greatly according to whether it was a belt manufacturing house having sold only to jobbers and manufacturers and a few large stores or whether it was an established suspender house, it would be hard here to suggest any exact procedure.

\$175,000,000 out of \$300,000,000

KANSAS produced from the soil in 1911.....\$300,000,000
 this coming from.....177,299 farms
 of an average of.....244 acres each
 on an investment of.....\$2,000,000,000
 an average of over—.....\$11,600 per farm
 an average income per farm.....\$1,700

Over \$175,000,000 out of this large total volume is going to enhance and better the farmers' living, in additional equipment, and other necessities—aside from land and investments.

The men and women who are spending most of this money are regular subscribers to the

Kansas Farmer

THE STANDARD FARM PAPER OF KANSAS

They subscribe and believe in it because it is edited more in their interests than any other farm paper published in the state. Its worth has been proven by fifty years of unbroken power and increasing patronage. It has the largest percentage of circulation among Kansas farm owners, which is proof positive of its greater concentrative strength in editorial work.

After January 1st, 1912, we will guarantee a circulation of over 60,000 copies per week, of which 52,000 go to subscribers on Kansas farms. No farm paper published anywhere has as large a Kansas farm circulation as this. By placing an order before January 1st and at least 14 lines in a December issue, the present old rate can be controlled from a year from date of first insertion.

Proof of our standing with both subscribers and advertisers sufficient to any unbiased observer, is yours for the asking.

KANSAS FARMER

TOPEKA, KANSAS

G. W. Herbert, Inc.,
 600 First National Bank Bldg.,
 Chicago, Ill.



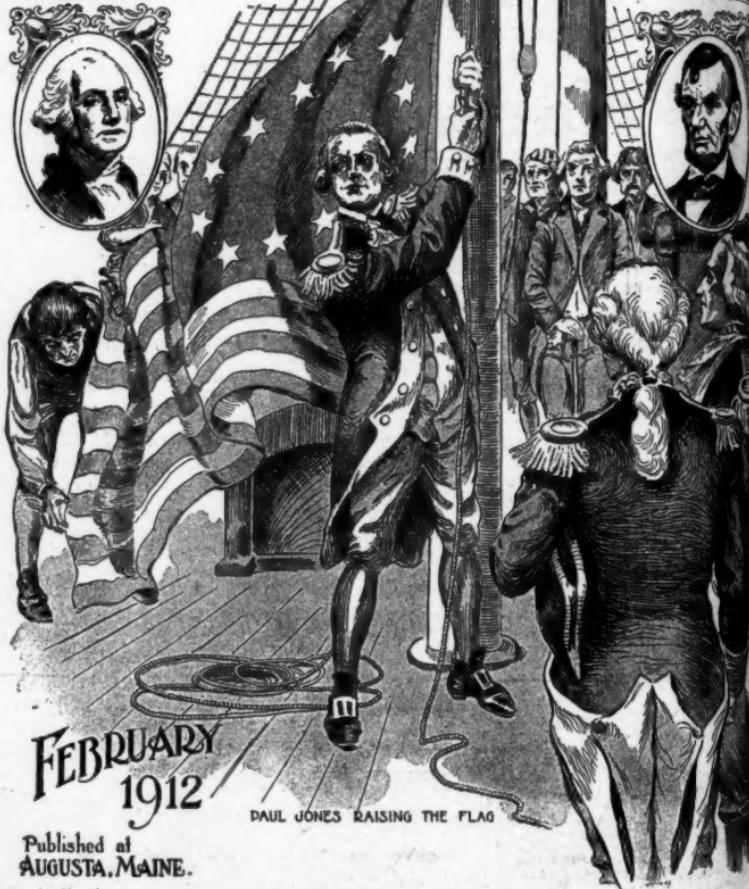
W. C. Richardson, Inc.,
 41 Park Row,
 New York City.

COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE
VOL. XXIV

No. 4



Published at
AUGUSTA, MAINE.

FEBRUARY COMFORT

big with special features to commemorate the birth-month of Washington and Lincoln, appeals to the patriotism of

*The Sturdy
Yeomanry that
Sustain the Nation*

COMFORT'S subscribers are native Americans, on the farms and in the small towns, who still delight to read of the mighty deeds of our national heroes. Each February *COMFORT* gives them, besides valentine features, special historical and biographical sketches which are enjoyed by all the family and especially prized as educational aid to the children.

***COMFORT'S
Circulation is
Over 80% Rural***

and yields general and mail-order advertisers the very best returns.

February forms close January 15.
But available space is largely taken. So rush your orders
through any reliable agency or direct to

W. H. GANNETT, Pub., Inc.

New York Office: 1105 Flairan Bldg.
WALTER H. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

NEW YORK'S POPULATION NEARLY HALF FOREIGN

N.Y. WORLD. DEC. 6, 1911.

POPULATION OF N. Y. CITY 40 PER CENT. FOREIGN BORN

That Element Relatively Larger
by 3 Per Cent. in 1910 than
in 1900, U. S. Census
Figures Show.

NATIVE WHITES 2,741,504,

Do You Know all About the Germans?

DO YOU KNOW there are a million Germans in this city—200,000 families of sturdy, home-loving successful Germans?

DO YOU KNOW that they all read German newspapers—that their opinions are formed largely by what they read in their favorite German paper?

DO YOU KNOW they look to their German paper for news of what to buy, and where to buy it?

DO YOU KNOW there is no other way to reach these 200,000 German families so closely, so intimately, so confidentially, as with the

MORGEN-JOURNAL

NEW YORK'S LEADING GERMAN NEWSPAPER

Circulation greater than the combined circulations of all other German morning newspapers printed in New York.

Only New York German newspaper to show advertising gains for each consecutive month of 1911 compared with 1910. In the first eleven months of this year, January to November inclusive, the

MORGEN-JOURNAL - GAINED 101,609 LINES

New Yorker and Revue - LOST 129,007 LINES

Staats-Zeitung - - - LOST 337,851 LINES

MAKING SMALL ADVERTISEMENTS BIG ONES

HOW TO PREVENT BEING BLANKETED BY BIG ADS—GIVING YOUR ADVERTISEMENT A DISTINCTIVE APPEARANCE—PLACING HEADLINE AND ILLUSTRATION TO BEST ADVANTAGE—GETTING THE MOST FROM THE SPACE BOUGHT

By S. Roland Hall.

Some advertisers find it best to use big space all of the time. Others find it advisable to use big space only at certain times. Still others find that small or medium-sized advertisements always bring returns at the lowest cost.

The big-space advertiser commands attention by the very size of his spread, and with the goodly number of big spreads in publica-



EXAMPLES 1-4—HEADLINES, CUTS AND BORDER WELL TREATED

tions these days, the small-space man must look out or he will be blanketed.

The small-space man may how-

ever, take comfort in the fact that the eye at ordinary reading range can take in only a little space at a single glance. Therefore, if he so handles his space as to make the advertisement stick out strongly, he need not worry about the big fellows. And, after all, despite the attention that seems to be devoted to the preparing of advertisements there are so few small or medium-sized advertisements that stand out strongly, and so many commonplace ones that it is no great



EXAMPLE 5—ECONOMICAL TREATMENT OF
ILLUSTRATION

task to make a small advertisement big in effect.

There are various things that an advertiser may do in order to make a small advertisement stand out. They are: (1) strong display of headline; (2) careful placing of the illustration, if one is to be used; (3) giving a general distinctive shape to the advertisement; (4) skillful handling of white space.

The writer is aware that various advertising men in high positions have intimated, or asserted outright, that display, arrangement of illustration, etc., really amount to nothing, that the copy is the only thing that counts. What these men really mean,

however, is that the idea contained in the copy is the big thing; they surely would not seriously contend that, having written strong copy, the advertising man should not seek every



Personal — Recollections of Charles Dickens

Charles Dickens will give you his best, and the right name, the "Great Author," and a copy of his famous "Dickens' Own Book."

He is still, the memory of his name, pictures in literature, will be continued more easily than any other, and the "Great Beloved Author" of your library.

We have secured several writers which tell many things about him that have been hitherto unknown.

His son, Alfred Tennyson Dickens, will tell you some of his own personal recollections of the great novelist.

Many Anglo-Dickens, will give you a new view of Dickens as the great author.

In these and other papers on Dickens, and Dickens' son, you will find no give away, a very complete history of Dickens, and a copy of his picture that can yet have no equal.

Send for the "Great Beloved Author" of your library, written by those who knew him best.

This is another of the many and interesting series that have distinguished *Cosmopolitan* from all other publications, and that have won the admiration of our readers in the field.

COSMOPOLITAN
525 Fourth Avenue
New York City

TWO ADS THAT ARE ATTENTION COM-
PELLERS

little trick of display that will command more attention for his advertisement.

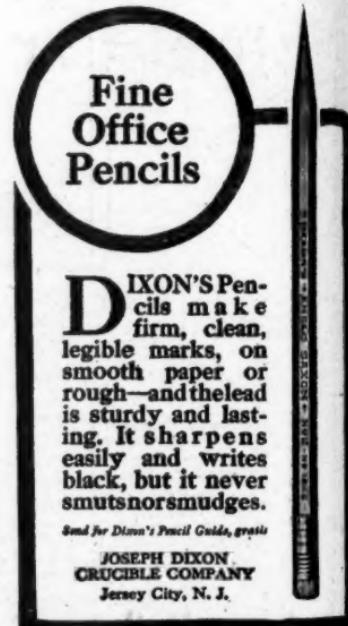
Examples 1, 2, 3 and 4, show how the headline, the eye-catching feature, can be arranged so that it will stand out.

In the case of advertisements as small as the examples in the center which were single-column advertisements of less than two inches in depth—it is necessary that the headline be cut down to two or three words. If this is done, then a size of type can be used that is as large as that ordinarily used for an advertisement several times as big as either example;

in other words, the heading may be out of proportion to the size of the space, but the eye-drawing effect of the large advertisement is there.

Note that in both Examples 1 and 2 the headline is placed *outside of the border* so as to gain a little white space around the display type and thus throw it out more strongly. The inclination with most ad writers is to fence the headline in with the border every time; try it the other way sometimes.

In Example 4, by putting the border merely at top and bottom ample room is provided for a heading in a type that would look crowded were the border to extend down the sides of the advertisement. The fine grouping of the headline in both Examples 1 and 4 is worth noting.



AN AD THAT "PRICKS"

Example 1 is also a good example of the effective placing of a small illustration. Observe that no border surrounds the cut—that it stands out strongly by reason of the white space thrown around it.

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YOU CAN TALK TO
ALL CLASSES—
ALL THE PEOPLE
ALL THE TIME

only by using

Street Car Advertising

"THE GOLDEN ROUTE TO SUCCESS"

And you can talk to ALL the people for LESS THAN HALF it will cost you to talk to HALF OF THE PEOPLE any other way, or all other ways combined. We mean JUST THAT.

 Read it again—analyze it!

Street Car Advertising is SUPREME as the most ECONOMICAL and most EFFECTIVE National Advertising Service.

We represent, exclusively, the Street Car service in more than three-fourths of the cities and towns in the United States, Canada, Mexico, Cuba, Porto Rico, Philippine Islands and Brazil. We plan and furnish every requisite of the largest and smallest advertising campaigns.

Street Railways Advertising Company

LARGEST ADVERTISING ORGANIZATION IN THE WORLD

WESTERN OFFICE:
First National Bank Bldg.
Chicago

HOME OFFICE:
Flatiron Building
New York

PACIFIC COAST:
California Street
San Francisco

An entire article might be devoted to the effective placing of illustrations. The advertising man should place the illustration in first one position and then another, giving proper consideration for balance with the headline or subdisplays, and then finally decide where the picture has the greatest drawing power. It would be difficult indeed to find a finer example of effective placing of illustration and generally effective display in small space than No. 5; and yet how simple it is!

THE CURVE THE LINE OF BEAUTY

So many advertisements are built up in the usual rectangular shape that even a slight deviation from that shape helps the display effect. Circles, ovals and other distinctive shapes have strong attention-attracting value. Extensive experiments seem to show that the triangle has greater attention value than any other shape, but the triangular space presents considerable difficulty when it comes to the setting of type. It is to be hoped that these remarks as to distinctive shapes will encourage no one to do those circus stunts that cause profanity among printers and that are really nothing but freaks when they are, after much tribulation, finally set; reference is here made to crosses and other such shapes. However, dollar-mark illustrations, the keystone figure, and other such designs have been made up and mortised for type, and when the figures bear some relation to the article advertised, they are permissible.

Note how strongly the Fownes advertisement stands out; the eye will go straight to it, though there may be larger advertisements nearby. The little Dixon advertise-

ment, which is one of an excellent series, exemplifies several of the principles covered in this article; the illustration is attractively placed, the headline is thrown

To Palestine At Our Expense

Would your church or school like to honor your pastor or superintendent by giving either or both such a tour? Would you like to go yourself, if you could?

A postal card asking about the Palestine Plan will secure full information.

The Sunday School Times Co., 1831 Valour Street, Phila. Pa.

EXAMPLE 6—WHITE SPACE IN A SMALL AD

out strongly, and the circle serves both as an attraction in itself and as an aid to the headline.

SIMPLICITY OFTEN BRINGS DISTINCTION

But it is not always necessary to adopt even such a form as that of a circle, an oval or to introduce the much-used sweeping arrow. Note the *Cosmopolitan* advertisement, which is made distinctive by its simplicity, by the unusual arrangement of the border, and by the strong display of the headline. The distinctive arrangement here gets away from the rectangular shape a little, throws some white space where it is needed and gives a very pleasing effect generally; no one is likely to pass this advertisement without being drawn to it.

Some good uses of white space have already been pointed out. A common but very effective use of it is shown in Example 6. Note that the band of space entirely around the type matter throws the type out strongly; a novice building this advertisement would probably have brought



EXAMPLE 7—THE HUMAN FIGURE USED TO ADVANTAGE

the type a little closer to the border and thrown more white space throughout the middle of the advertisement, and thus produced a scattered effect instead of the strong, simple contrast now shown.

Example 7 is not a strong example as a whole but it does illustrate one thing well and that is the trick of bringing in the human figure and still using no more space than is absolutely necessary. The imagination supplies the part of the woman's figure that the border cuts off. In a great many advertisements it is interesting to see that a part of the human figure can be introduced to just as good effect as if the entire figure were used; in fact, the part figure can often be made larger because only a part is used; but this expedient saves considerable white space that can be well used in other ways. The Fownes advertisement, in addition to being an excellent example of eye-catching display, also demonstrates how

the human element may be introduced in minimum space.

WHAT A TEXAS AD CLUB IS DISCUSSING

At the second Home Trade banquet of the Mart, Tex., Ad Club, held recently, the following were among the topics considered: "The Advertising Club and What It Stands For," "The Importance of Courtesy and the Desire to Please on the Part of the Clerks," "How Easy Credit and Resulting Hard Accounts Causes Mart to Lose Trade," "More and Better Grocery Advertising," "The Methods I Use and the Time I Spend in Preparing an Ad," "How the Mail-Order Houses Advertise," "The Kind of Advertising that Mart Needs to Hold Its Trade."

NEW POST FOR J. H. NEWMARK

J. H. Newmark, who, for the past three years has been associated with the Oakland Motor Car Company, Pontiac, Michigan, in the capacity of advertising manager, has been transferred to the office of the General Motors Company, Detroit, Michigan, where he will assume a position as assistant to Advertising Manager Kurtz, of the General Motors Company.

H.E. LESAN ADVERTISING AGENCY

We would be judged by
all as we are judged by
those whom we serve

General Offices
381 Fourth Avenue
New York

Branch Office
Old Colony Building
Chicago

ARE CONVENTIONS GOOD
ADVERTISING FOR A
CITY?

CHAMBER OF COMMERCE OF "THE CONVENTION CITY" ANSWERS CRITICS—HOW ROCHESTER HAS BENEFITED—ANALYSIS OF ARGUMENTS PRO AND CON

By *Ralph Barstow*,
Assistant Secretary of the Rochester, N. Y., Chamber of Commerce.

[EDITORIAL NOTE.—The convention as a good advertiser was generally accepted at par value until lately when certain editorial writers on influential dailies frankly questioned its worth. The views of a city which spends a good deal of energy in getting conventions may therefore be not only timely but suggestive.]

Coincident with the awakening of the business interests in Rochester to the possibilities of co-operative development came a feeling that some benefit must accrue to the city through the visitors who might come, and because Rochester is not a summer-resort or a winter-resort city, in the sense of Palm Beach, Los Angeles, Bar Harbor, etc., it was necessary to devise some way to bring visitors here for a purpose.

By a simple process of elimination, it was obvious that conventions were the answer to this problem, and so about three years ago the Rochester Chamber of Commerce started on a campaign to bring conventions to the city.

The work of the first year did not show up, of course, until the third year, and the conventions obtained in the first year were small, both in number and in size, so that it was not possible to get an appreciable accounting to judge from. The second year, or 1910, was a busy one. Rochester entertained sixty-three conventions, and it is probable that the convention population of the city during the year was about 60,000 to 70,000.

The work of obtaining conventions was continued with earnestness, and the result in 1911 was that Rochester entertained two of the largest conventions in the United States; namely, the Shriners and the G. A. R. In ad-

dition, about forty smaller conventions were obtained, so that from January to December the city was either preparing for, entertaining, or cleaning up from conventions.

In October, 1911, the Chamber issued a referendum to its membership to discover the sentiment toward further activities in the way of conventions. The reply to this referendum was fairly general and comprised members in every line of commercial activity. As was to be expected, perhaps, those who profited directly by the conventions were enthusiastically in favor of them and desired a continued activity.

Those who did not benefit directly replied that they felt it was a decidedly beneficial advertising feature, and that while it entailed certain inconveniences upon the individual citizen, yet they felt that the campaign should be continued, with moderate activity and discrimination.

A third class, who profited neither directly nor indirectly, and, in fact, who are not much in touch with the mercantile life of the city, were decidedly opposed to conventions on the ground that it kept the city in a continual condition of unrest, that the decorations and gala attire were not an addition to the city; that it was not their old, quiet, sober, staid Rochester, and that conventions were undesirable from any point of view.

There is still a fourth class which deserves consideration. It is made up of men who are actively connected with mercantile establishments, and, therefore, equipped to judge of the value of conventions, who stated that in their opinion conventions were an actual detriment to the city, and that no appreciable financial benefit was derived.

THERE ARE CONVENTIONS AND CONVENTIONS

It may be well to point out that there is a decided difference in conventions. A convention which resolves itself into a carnival with parades and features that are both interesting and brilliant is a de-

Newspapers For Small Space Advertisers

For the advertiser with a limited appropriation, whether it is desirable to cover a wide territory thinly or to concentrate on a restricted area, the newspaper is par excellence.

It gives the established advertiser thorough publicity for a trifle, and the newcomer an introduction to possible buyers that can be secured in no other way at so low a cost.

Both old and new advertisers are finding The

Seattle Times

one of these newspapers. It is supreme in the great Pacific Northwest—today the fastest growing section of the country. It leads all its contemporaries in number of readers and amount of advertising. It is the one newspaper through which the desirable buyers in this entire section can be reached.

Let us send you some printed matter about Seattle and the Times. It may surprise you.

TIMES PRINTING COMPANY

Seattle, Washington

THE S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

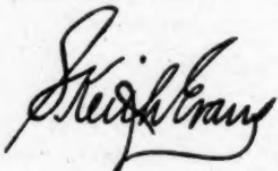
NEW YORK

KANSAS CITY

CHICAGO

Speaking of the
AMERICAN MAGAZINE:

There is no other magazine just like the American Magazine. There is no other set of readers just like the American readers.



ADVERTISING DIRECTOR

EDITORIAL BULLETIN



Arnold Bennett's Christmas—and Will Irwin's—two remarkably interesting ideas of Christmas in the December American

cided set-back to retail trade. The parades draw the people from the stores and check business through the curiosity they arouse in the workers along the route, and for this reason, as well as for the unrest they instill in the minds of all, they are not so valuable as a convention which has business to perform, and which may have exhib features in connection, so that the result is educational to the residents of a city.

It is the problem of the executive committee of the Chamber to sift out these different classes, and to decide what would be the average opinion and the average intensity of opinion in the city on the subject. It seems to be the opinion of the executive committee that perhaps the people have not had sufficient time yet to digest their experiences, and to really know just what the result of convention work has been, and for that reason it is probable that the activity of the Chamber in obtaining conventions will be somewhat moderated until such time as a definite understanding can be reached.

We want to point out most emphatically that this does not mean that conventions are not desirable; neither does it mean that conventions are undesirable. We feel that we are in the position of chemists who have mixed a solution and who are not able to determine the final result until it has had an opportunity to ripen, so to speak.

THESE RESULTS NOT QUESTIONABLE

There are certain definite results which cannot be controverted successfully. They are:

1. Convention activity brings to a city a large number of very fine people, who are interested in everything in the city, and who carry away with them impressions of the city, formed by first-hand acquaintance.

2. Convention expenditures by delegates are paid largely to hotels, places of amusement, novelty stores and retail stores, and that (a) there is a residual value in the fact that the people in the city are stirred to a greater ac-

tivity because of these conventions, and that the money spent from these two sources gradually circulates through the entire city; (b) bank clearings are no indication of convention prosperity, because the Clearing-house records only those checks drawn on Rochester Banks, but that bank deposits have shown an increase in the last three years, which can be said to be above the normal expectation.

3. Convention activity gives a city a reputation throughout the entire country. Whether that reputation is good or bad depends entirely upon the city, the hospitality of the citizens, and the entertainment offered them.

4. The balance of opinion seemed to show that conventions are a good thing for the city, as circulators of money, as an advertising medium, and in some cases as an educational feature.

HOW PAPER WAS INVENTED

Long ago a Japanese walked through his pretty garden to his home; his hands were clasped behind his back and he was thinking as he crossed the bridge to pluck a fresh wistaria blossom that hung just over his head. This little man had a great many parcels to send out from his shop every week, and he needed something cheaper for his purpose. All at once a wasp came flitting toward him, but he thrust it away that it might not nip his nose, and lo! there at his hand was a wasp's nest! It was made of thin wood-pulp, softened into a thin paste by the jaws of the insect, then formed and left to dry.

"Why can't I do that same thing?" thought the Japanese merchant. "Get certain wood, form it into a pulp by means of water from the river and make something like this wasp's nest in consistency, to wrap about my packages." So this was the way paper was first discovered: A wasp flew across the path of a man who walked one day in a vine-clad garden of Old Japan.—*Ram's Horn.*

NEW OFFICERS OF SAN ANTONIO EXPRESS

F. G. Huntress, Jr., and associates have acquired a majority interest in the San Antonio *Express*. At a meeting of the Board of Directors, held December 10, Mr. Huntress was elected president, and C. V. Holland vice-president of the company. Both Mr. Huntress and Mr. Holland have been connected with *The Express* for many years in various capacities, Mr. Huntress for some time being the vice-president and general manager.

The commercial activities of the Pacific Northwest

are fast placing that region among the vantage points of this country.

Let us bring you into close touch with the existing opportunities through the medium of

Outdoor Advertising

FOSTER & KLEISER, Inc.

SEATTLE PORTLAND
TACOMA BELLINGHAM

"All steel plants and the utmost in service"

PREMIUMS SELL SHOES TO SCHOOL CHILDREN

HOW THE DITTMAN SHOE COMPANY
ENLISTS THE CHILDREN IN A
COMMON CAUSE—A CAMPAIGN
WHICH LINKS THE SCHOOL
TEACHER, THE DEALER, AND THE
CONSUMER—REPUTATION GAINED
MAKES IT EASIER TO STOCK NEW
DEALERS

When father takes little Susie down to the shoe store of an evening to get something to keep her feet dry through the fall rains, he is pretty likely to consult her wishes so long as they don't interfere seriously with utility. He hasn't any particular preference as to the proper brand of shoes for her, and if she owns to a desire for one kind rather than another he is usually willing to gratify her, especially when it doesn't cost anything extra to do it. Whence comes the practice of giving away something to the children in the form of a premium, to get their favor.

When the Dittman Shoe Company, of St. Louis, cast about for a means of introducing a new brand of school shoes, the premium proposition naturally came up, and was pretty thoroughly discussed. Various methods were considered of awakening the interest of school children with gifts, and discussion invariably discovered the weak points. Many of them had been tried before. None seemed likely to enlist the co-operation of the parents—which was considered essential—and few presented any particular angles which might be advertised in a striking way. The right plan was finally found by a process of analysis. It was determined that to give premiums to the children individually would not have the effect which would be obtained by getting them to work toward a common end. The "club plan," which, by the way, is the foundation of the Larkin premium system, was desired, because of the *esprit de corps* which it generates, each child being urged by his fellows to help the common cause.

The fact that the shoes were school shoes naturally suggested the school as the common basis of interest, and "Get a flag for your school" was finally adopted as the slogan of the campaign. It seemed to be a purpose which would enlist the interest of every school boy and girl, and at the same time insure a favorable disposition on the part of parents and teachers.

A complete campaign has been built up around this idea. A letter is sent to teachers, together with one flag coupon to start the collection, and a cardboard cut out representing a little red schoolhouse, which when set up provides a depository for the coupons collected, which are inserted through a slot in the roof. The letter, which is worded to secure the interest of the teacher, is as follows:

Your kind attention is directed to the enclosed coupon.

Through the instrumentality of the "Nine O'Clock" School Shoes Coupons, this company is furnishing large American flags to schools.

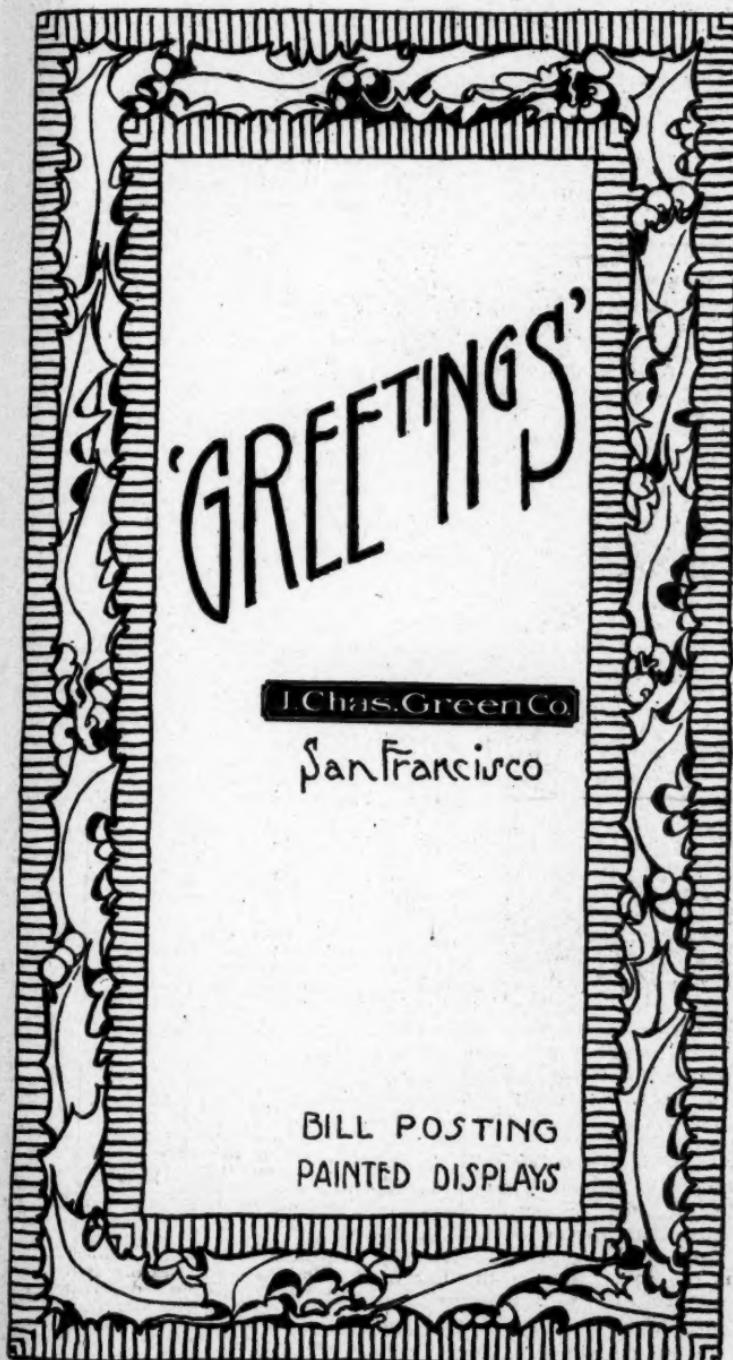
You will observe that the object of this plan is to arouse and stimulate loyalty and patriotism in the minds of the school children of the United States, and flags are given, for the specified number of accumulated coupons, direct to the children, who in turn present them to their school. In this manner those contributing coupons to "Help Their School Get a Flag" will remember the circumstances all through life and will naturally take greater pride and interest in the flag of their country, which they have been instrumental in securing.

For your convenience we are sending the little school house coupon bank in which you can, with ease, accumulate the coupons brought in by your scholars. If the rules of your school trustees make it impossible for you to accept and care for the flag coupons, please favor us by selecting one of your scholars to take charge of the little bank and give the children such assistance as you consistently may without interfering with the regulations.

You will doubtless agree with us that our "Flag for Schools" plan merits the interest, if not the support, of all teachers and school officials. It is advertising on a high plane and devotes the money, usually spent for gim-cracks, whistles or other nuisances, to a practical and useful purpose.

We thank you heartily in advance for all favors extended and ask you to accept with our compliments the booklet "Our Flag" also enclosed, which should prove interesting reading matter to you, as well as your scholars.

Sincerely yours,
Geo. F. DITTMANN B. & S. Co.



In each carton containing a pair of "Nine O'Clock" Shoes, a coupon is packed, together with a lapel pin, bearing a celluloid flag on the back of which is printed: "I wear Nine O'Clock Shoes and am helping my school to get a new flag." The coupons are deposited in the "bank" which is kept in the school room, and

its own expense, in leading newspapers in each state.

Flags can be secured for as few as fifty coupons, and as many as 250 for the 5x10 foot wool bunting kind. This gives opportunity to see the results before too long a time has elapsed, yet gives the school which has already won a flag an incentive to go ahead and get a better one.

The company furnishes complete "flag raising exercises" for use with each new flag, in the endeavor to stir up enthusiasm which will last after the immediate end has been gained.

As for results, the company reports that hundreds of schools have been furnished with the flags, that several have received more than one, and in almost every instance letters of appreciation are sent by teachers and superintendents.

With the dealers the flag plan has been found unusually popular. One dealer in St. Louis made striking use of it in connection with a playroom for children. He built a schoolhouse on his second floor, sur-

rounded it with swings, slides, merry-go-rounds, etc., and hired a couple of children as entertainers whom he dressed in flag costumes. Back of the schoolhouse he constructed a fish pond, and each child who attended on the opening days was presented with a live gold fish in a little bucket decorated with the "Nine O'Clock" trade-mark.

The company states that the reputation gained by the pre-

Get a Flag for your School

Here is an opportunity for loyal American Girls and Boys to show their patriotism and at the same time benefit their school—

SAVE THE COUPONS

Given with

NINE O'CLOCK SCHOOL SHOES

and your school will soon be the proud possessor of a Fine, Large

AMERICAN FLAG,

secured through your efforts.

This Mark is Your "Quality" Protection

BEAUTIFUL FLAG PINS FREE.

We want to show you the attractive styles of

NINE O'CLOCK SCHOOL SHOES

built especially for steady recuperation—the best looking and most serviceable school shoes over made.

Come in and let us explain the special merits of these excellent shoes and tell you more about the wonderful flag offer.

**M. MISCHKIN & CO.,
DUENWEG, MO.**

JOIN THE "NINE O'CLOCK" CLUB—A League of Patriotic Young Americans.

EIGHT-SHEET POSTER IN COLORS

the pins are designed to be worn by the owners of the shoes.

THE SELLING IDEA IS PERFECTED

Dealers are furnished with complete window displays, store hangers, and a stock of two—and eight-sheet posters bearing the dealer's names. Slides in moving picture theatres are used, and newspaper electros furnished for local use, in addition to which the company advertises the shoes at

mium campaign has made it much easier to stock dealers in towns where the shoes have not been sold. It saves the salesman's time, because the dealer already knows about the plan, and is quick to see where it will prove a means of directing trade to his store.

It goes without saying, of course, that the greatest success has been attained in the smaller towns, where the school authorities do not furnish flags to the schools, but small town trade is not to be despised.

BIG PUBLISHERS' OUTPUT

The result of an inquiry made by the House Committee on Expenditures in the Post-office Department as to the volume, weight and handling of the publications of the country the past fiscal year, made public December 18, shows for the 10,000 publishers responding an annual output of more than 6,500,000,000 copies, weighing 1,750,000,000 pounds.

The postal service handled 951,001,000 pounds, and excluding 500,000 pounds carried free within counties, it received one cent per pound. The publishers reported that they delivered by their own carriers, newsboys and news companies 840,466,574 pounds, part of

which was carried to destination by express and other rail shipments. They delivered by express 208,799,610 pounds, and by other rail shipments 121,491,748 pounds.

The rate by express and rail varied from one-quarter to one cent per pound, but the bulk of these shipments went at the rate of one-quarter to one-half cent per pound.

GRAND RAPIDS AD CLUB'S NEW OFFICERS

The annual election of officers of the Grand Rapids, Mich., Advertisers' Club, held recently, resulted as follows: President, Paul F. Steketee; vice-president, E. J. Siemons; secretary, Clarke E. Schurmann; treasurer, James A. Doran; executive committee, John Dietrich and Fred Canfield. The annual report of the secretary showed six meetings held last year with twenty-four out-of-town speakers. The treasurer's report showed 208 members and a balance of \$40.15 on hand.

FARM PAPER ASSOCIATION'S OFFICERS

At the regular semi-annual meeting of the Standard Farm Paper Association held in the offices of George W. Herbert, Inc., Chicago, L. K. Hildebrand, of *The Breeder's Gazette*, was elected president and George W. Herbert was re-elected secretary. The most successful season ever enjoyed by these publications was reported.

THE BIGGEST NOVEMBER FOLLOWS the BIGGEST OCTOBER

THE MINNEAPOLIS JOURNAL is the accepted leader in its field. Its growth is steady, sure and solid. It leads month by month, and year by year, notwithstanding the fact that it rejects undesirable medical, financial, mining and all liquor advertising. These are the figures for November:

Minneapolis Journal, 2906 Columns

(22 inch basis)

Minneapolis Tribune, - - -	2808	"
St. Paul Dispatch,* - - -	1808	"
Pioneer Press, - - - - -	1550	"

*No Sunday Issue

THE MINNEAPOLIS JOURNAL

WM. J. HAYES, Advertising Manager

Publishers' Representatives
O'MARA & ORMSBEE

NEW YORK
Brunswick Building

CHICAGO
Tribune Building

LEGITIMATE FINANCIAL ADVERTISERS ARE WAKING UP

CONSERVATIVE BANKERS TAKE CUE
FROM THE FAKERS—LEARN VALUE
OF INTELLIGENT PUBLICITY—EDU-
CATIONAL FINANCIAL ADVERTIS-
ING ILLUSTRATED

In financial advertising, says *The Financial World*, the day has passed when investment bankers consider it necessary only to advertise their business by using a mere card in the newspapers. This form of advertising most bankers now regard, and quite rightly, too, an absolute waste of their money.

Some bankers still cling to the old methods, but each year finds fewer holding to the obsolete standards.

The aggressive and more enterprising investment bankers now aim to say in their advertising something that is intelligible and enlightening to the security buyer. They endeavor in language that is convincing, and yet without departing from the conservative limits surrounding their business, to make their investment offerings attractive to the public.

This modern spirit in advertising, which is fast converting the old school of conservative bankers, had its origin amidst lowly and squalid environments; in fact, it sprang directly from the operations of get-rich-quick promoters. Not until the get-rich-quick element had demonstrated the magic power of advertising as a method to separate the public annually from between \$75,000,000 to \$100,000,000 did bankers themselves fully wake up to their neglected opportunities.

If investors can be induced to spend hundreds and thousands of dollars on securities about which they know nothing and buy from persons who are absolute strangers to them, influenced entirely by the vivid descriptions of glittering offerings in the advertising columns, *The Financial World* asks, why should not instructive advertising by legit-

imate investment bankers, whose names alone are the insignia of honesty, prove even more effective?

This the enterprising banker divined quickly, and with this conclusion once become fixed, it did not take long before it blossomed forth from a fad into an accepted standard from which to approach the public. Now we find clever men in advertising, specializing in the creation of attractive and convincing financial publicity which will interest the public, stimulate the buying of sound securities and accomplish all this without encroaching at all upon that feature of the banking business which high-class financiers regard as sacred—their boasted reputation for conservatism. The high degree of skill reached in financial advertising of an educational character may be judged by the volume of it that is now to be seen in the magazines and also in the newspapers. In fact, the get-rich-quick security offerings are being crowded gradually from the market place by the new methods.

The public desire is to have the banker make the selections and will buy eagerly then when the offerings are attractively described. Financial advertising men fully recognize this trend of thought and shape their efforts to cater to it.

However, the nearest approach to a style of educational financial advertising that so far has come to our attention is that used by one of the patrons of *The Financial World*, says that paper, who has figured it all out for an investor what may be considered a well-balanced investment for a given sum of money, how it shall be divided among several types of bonds and stocks and how, where this is done, an income of about 5.40 per cent may be obtained.

It is such things the investor wants to know. If more of this kind of advertising can be fostered it will soon educate the masses into becoming a nation of intelligent investors, not bubble chasers.

T. P. A. SPEAKERS OUTLINE ADVERTISING CAMPAIGN

"The Outline and the Idea" was the topic discussed at the December meeting of the Technical Publicity Association at the Aldine Club, December 14. The meeting was well attended and the addresses arranged by a special committee consisting of C. K. MacAlpine and E. H. Putnam, of a very helpful character.

The first speaker, Herbert N. Casson, whose new book, "Ads and Sales," has just been issued, in his characteristically forceful and witty manner, introduced the subject from a general systematic and efficiency standpoint, classifying present-day advertising. His foundation for this classification, he stated, was in a collection of 8,100 ads that he had taken in most cases from the popular monthly magazines, and which he had spent two months in analyzing and grouping.

Mr. Casson opened his remarks with the statement that as yet there is no such thing as scientific advertising, and anyone who thinks there is is mistaken. "Advertising, at the present," he said, "is more than a business and less than a profession."

William H. Ingersoll, president of the Advertising Men's League of New York, outlined in a general way the ideal advertising campaign. He said that certain general rules could be laid

down in planning an advertising campaign. The first part of the programme, he pointed out, embraced five considerations: (1) the method of distribution of the advertised goods; (2) the area of activity, (3) the competition to be met, (4) the amount to be expended, (5) the kind of sales organization, whether salesmen or mail. The second part consists, he said, in the selection of mediums. In this he believed that all the advertiser could ask is that it have access to the right people; the message is up to the advertiser.

To come to a conclusion as to the proper medium, an analysis of the proposition is necessary in order to get it before the right people. He then pointed out how the census reports might be utilized as a means of splitting the people into classes in solving the problem.

The last speaker was F. R. Davis, the secretary of the T. P. A., who applied the topic to the needs of the association. In order to do this he called the association "The Technical Sales Company," and in a striking manner showed the wide range of products that such a company would market. He told what mediums, in his opinion, could not be used to advantage, and stated that the minimum advertising appropriation would be \$3,500,000, with the assurance that at least this amount would be approved by the board of directors without a detailed statement.

Premium Service

On a National Clearing House basis, relieving you of investing in a stock, expense of handling, heavy cost of printing catalogues, etc.

"The age of organization, where results are obtained at small cost, the work being done by experts."

Back of the Porter Premium Service is the experience of nearly 20 years, with unlimited resources and ample ability, offering every advantage of dealing with a high grade institution.

THE JOHN NEWTON PORTER CO.

JOHN NEWTON PORTER, President

253 BROADWAY

NEW YORK CITY, N. Y.

THE BIG PROBLEM IN HARDWARE ADVER- TISING

THE RETAIL SALESMAN MUST BE REACHED AND EDUCATED—A NECESSARY PRELIMINARY TO ANY SUCCESSFUL ADVERTISING—LESS SKILLFUL HANDLING OF CUSTOMER THAN IN SHOE OR HABERDASHERY SHOPS

By J. D. Adams,

Sales and Advertising Manager of the Iver Johnson's Arms & Cycle Works, Fitchburg, Mass.

The next time you go into a hardware store, ask the salesman (providing you are so fortunate as to get waited on) five questions about the article you are buying. If he can answer three of them without consulting a catalogue or appealing loudly to the salesman on the opposite counter, it will be a record.

Then note carefully whether anything he says can be construed as indicating an effort to create desire, aid selection and move your will to a decision. Credit him with whatever attempt he makes to influence you by suggestion, and also with whatever he essays in the way of analytical description.

While the experience is still fresh in your mind, drop into any good shoe or haberdasher's shop and let them hypnotize you into paying out a dollar or so more than you intended, observing, meanwhile, the process.

If you are an advertising man or a hardware manufacturer this comparative study of salesmanship will cast some light on the baffling problem of why hardware does not respond more readily to national advertising.

At best the impression created by advertising is a delicate, shrinking little flower which may be blighted by the slightest doubt or neglect. The customer enters the store with no more than a subconscious, faltering faith in the article he seeks, and while that faith may surely be nurtured into a sale by intelligent and sympathetic salesmanship, it may also be utterly destroyed by

the slightest mistake in method.

It is my belief, based on a rather close study of the question, that a large majority of prospective hardware sales which were successfully conceived by advertising, never advance beyond the stage where the salesman becomes a factor.

If this were the salesman's fault the problem would be well-nigh hopeless, but an analysis of first causes completely absolves the salesman.

INTRODUCING A SPECIALTY

Let us trace the introduction of a new specialty. The advertising campaign is ready. It has been developed in accordance with sound principle and method. The manufacturer's salesmen call on the several hundred jobbers, interviewing the buyers only, and secure large initial orders. The jobbers' salesmen are given a brief printed description of the article (rarely a catalogue and almost never a sample) and are instructed to stock up the retailers. These jobbers' salesmen deal entirely with the buyers of the retail stores. The article in question, being one of several thousand similar articles which the jobber carries, comes in for only the most perfunctory discussion.

Then, presently, the article reaches the retailer's shelves. The retail salesman's entire knowledge of it is limited to what he has learned from the popular advertising and perhaps a brief paragraph in his trade paper. His buyer never knew much about it, and has forgotten that. The occasional jobbers' salesmen who come into the store are no better posted. What is the salesman to do? He can write to the manufacturer for a catalogue, to be sure, but will he?

Remember that a hardware stock is of great variety. New goods are being constantly added. The detail incident to selling and caring for stock is enormous. Can the salesman be expected to devote much research to any particular item?

The Frank Presbrey Co., General Advertising Agents, 3 West 29th St., New York, placed 10.03% of all the advertising in eleven leading magazines for December, and there are over 100 advertising agencies recognized by these publications.

	Total number pages carried exclusive of publishers' own matter.	Pages placed by the Frank Presbrey Co.	Percentage of total advertising placed by F. P. Co.
American	91 pages	11 pages	.121
Century	100 "	11½ "	.115
Cosmopolitan	167 "	15¼ "	.0913
Everybody's	130 "	11¾ "	.0904
Harper's	101 "	9 "	.0891
McClure's	116 "	12½ "	.108
Munsey's	100 "	10½ "	.104
Scribner's	112 "	15¾ "	.141
Review of Reviews...	164 "	12¼ "	.0747
World's Work.....	134 "	11¾ "	.0886
Country Life in America	186 cols.	15 cols.	.0807
Total Average			10.03%

The above figures furnish convincing evidence that the service rendered our clients is satisfactory.

FRANK PRESBREY COMPANY

3 West 29th Street, New York

Removing on or about January 1st to new and larger offices at Fourth Avenue and 31st Street.

Buckeye Covers

Made in more colors,
weights and finishes—
used for more purposes
and by more advertisers
—than any other cover
papers made.

Our "traveling demonstration"
shows how and why. Sent
by prepaid express if requested
on your business letterhead.

Buckeye Covers are made in 16
colors, 4 finishes and 4 weights.
Carried in stock by representa-
tive dealers in all principal cities.



DEPARTMENT G

The Beckett Paper Co.

MAKERS OF GOOD PAPER
in Hamilton, Ohio, since 1848

These are the conditions: You have planned your campaign ably; you have established your base of supplies; your forces have been massed at the front—and you have neglected to supply ammunition to the firing line!

Many solutions will suggest themselves to any resourceful merchandiser—the writer has half-evolved a rather promising project which he will be glad to discuss through correspondence—but until some method is devised of adequately instructing retail salesmen, hardware advertising will continue to be unsatisfactory in results.

MUNICIPAL NEWSPAPER AT LOS ANGELES, CAL.

At a general municipal city election, December 5, the citizens of Los Angeles, Cal., approved of an ordinance providing for the establishment of a municipal newspaper by a majority of 14,000, in a total vote of slightly over 100,000. The ordinance appropriates \$86,000 per years, about \$700 a week, for the issuance of a weekly newspaper to be known as the Los Angeles *Municipal News*.

It is to be furnished to any subscriber, by mail, for one cent a copy, subscription payable six months in advance; to be supplied to newsdealers for resale at ten cents per hundred copies, and, so far as the appropriation will permit, will be distributed gratis.

The ordinance creates a municipal newspaper department of the city government, under the control of three commissioners, to be appointed by the mayor and to serve without compensation, who shall be known as the municipal newspaper commission.

The commission is empowered to sell advertising space in the paper and to fix the rates to be charged for such, to determine the classes of advertising that shall be received and the conditions under which they shall be printed; to purchase or lease a printing plant for the use of the newspaper, to arrange for distribution and to provide for other features relating to management and publication. Portions of the paper are to be regularly set aside for the utterances of the mayor, city council or similar city officials, and forty-five square inches of reading matter may be inserted at any time by such political organization as has polled more than three per cent of the total city vote in a city or state election. The ordinance additionally provides, of course, for the strictest available accuracy in news, without bias, and for other non-partisan association features.

William P. Rose, formerly of Lord & Thomas, Chicago, has joined the advertising staff of *Suburban Life*.

YOU CANNOT GRASP THE FULL IMMENSITY OF YOUR MARKET WITHOUT KNOWING THE FACTS IN THIS BOOK

It is the latest Official Bulletin on the *Twenty-Million foreign-language Americans*.

It is packed with human facts about these people.

Their prosperity—their buying habits—their living conditions.

It treats of recent immigration analytically.

It contains a full report of the latest convention of the Foreign-Language Press, and a complete list of the foreign-language newspapers published in America—which are your only medium for reaching these Twenty Million consumers.

Price, 25 Cents

We have put a nominal charge on this Bulletin to cover the cost of compiling it.

Its value is beyond computation to a national or national-local advertiser who makes full use of the information it contains.

Send to

LOUIS N. HAMMERLING
President

The American Association of Foreign-Language Newspapers
703-5 World Building, New York City

(The American Association is an alliance of 493 foreign-language newspapers printed and circulated in the United States and Canada, which offers all the facilities of an up-to-date advertising agency for the foreign-language field.)

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1206 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, BOSTON, JULIUS MATTHEWS, Manager. D. S. LAWLER, Associate Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, Dec. 21, 1911

A Lesson for Lagging Cities

The results of the Des Moines campaign will serve as an inspiration to greater and perhaps better efforts for communities the country over which have been spending money for publicity. Those cities which have been merely toying with their opportunities may profit from the fact that the Des Moines advertising was not scattered loosely to the four points of the compass, but was well-planned,—much as a manufacturer would plan his promotion work.

At a recent meeting of the Greater Des Moines committee, Secretary Ralph Bolton listed the new industries which the advertising helped to bring.

As a convincing exhibit for other communities which are feeling their way to larger destinies, part of his report is well worth quoting. Secretary Bolton said:

Within practically a year the city has acquired—largely on reputation—the Iowa Cap Company, the Campbell Baking Company, the Kennedy Optical Company, the American Concrete Pipe and Tile Company, the Henry Likely Company and three important silo plants. With some assistance we have secured the Adel Manufacturing Company and the Clark Grave Vault Company. The Oliver Concrete Machinery Company is now engaged in organizing. We have won a great railway trunk line; we have three different railway organizations looking toward our city with future plans in mind. We have reached another county seat with our interurbans, and, if rumors be true, next year will add another county seat to our interurban list.

The reflex action of our city's reputation at home is splendidly illustrated by our new packing company, our increased shoe factory, the Midwestern Shoe Company, Gus Gutfreund's Cuban cigar factory, the Enamel Concrete brick plant and T. J. Donohue Company, wholesaler of queensware.

It is well to mention that Des Moines began its efforts almost three years ago with a determination to give "the modern way" a thorough trial. Its campaign has steadily worked its way over a period which saw the enthusiastic rise of campaigns in other cities and, often, their disappointed decline. Its publicity committee wisely did not expect results in a day or a month, but courageously continued year in and year out to sow the seed for a later growth.

It did more than advertise. Like a wise manufacturer selling commodities, it saw to it that its "product," namely the city itself, was "up to specifications." The city's civic associations have succeeded in working a remarkable change in the looks of the town. Dirty embankments have been done away with and the gospel of sanitation has been not only preached but carried into practice.

In other words the advertising hasn't been merely "publicity"; nor has it been expected to do all the work. Every citizen appears to have been a committee of one charged with responsibility of helping make the campaign pay by doing his part in every way possible.

PRINTERS' INK says:

The man who buys space alongside the known fraud is selling himself a gold brick.

Style and**Dealer****Co-operation**

town retail clothier, as published in the columns of his trade paper:

Yes, we know that those beautiful fashion pictures in your ads are "educators"—they educate our customers to the styles of the minute and kill the sale of the styles we bought from you twelve or six months ago. Mr. Wiseman sees a suit style illustrated by the great X. Y. Z. line; he likes the style, but "no hand-me-down for him"; he cuts the picture from your ad, takes it to the barber shop and gets measured for a suit just like the cut, to be made by the No Name tailors.

The attitude of a good many retailers toward advertised lines is epitomized in that paragraph. This same writer goes on to say that he spends his good money to advertise ready-made clothes in the local papers, to build up sales for the manufacturer's goods, and the manufacturer comes along and kills the effect by turning the consumer's desire toward something the retailer hasn't in stock.

PRINTERS' INK has heard the same criticism directed toward the makers of men's collars. It is said that the manufacturers, in their desire to keep up to the minute and to create new sales by creating new styles, make it impossible for the ordinary retailer to carry a complete line of their goods. No sooner does he get a stock on his shelves than an advertising campaign starts booming a new style which he must add to his stock if he is to get the full benefit of the new advertising.

In short, the emphasis is in the wrong place. Instead of educating customers to the advantages of purchasing ready-made clothes, and to the quality inherent in the particular line, the makers of ready-made clothes try to compete among themselves upon the basis of style. Instead of bending their energies to help the retailer get rid of the stock of collars he already has, the collar makers try to force sales up by making him stock new

styles. And in the end the loss is borne by the manufacturer every time.

This is a phase of the relations of manufacturer and dealer which seems to need attention. Perhaps these dealers are wrong—there is at least something to be said upon the other side.

PRINTERS' INK says:

Experience often comes high, but the wise man never has to pay for it twice.

Soliciting by Telephone

There is a little point of etiquette in connection with the use of the telephone which is so obvious as hardly to seem worth mentioning, yet it is being violated every day by thoughtless business-getters. The condition is well described by Herbert G. Stockwell in the *Outlook*, who quotes a telephone official as saying: "A great many rows might easily be overcome if people would use ordinary courtesy in their telephone business. *The party calling should always get on the wire and wait for connection.*" Says Mr. Stockwell:

If you call at my office and I am engaged, you do not complain at having to wait a few moments. Much as you dislike the delay, you do not expect to find me, not expecting a possible visit from you, waiting in the other room to welcome and conduct you to my private office. A business man never thinks of saying to one of his office boys, "Get Jones here," or "Tell Smith I want him at once," referring to business equals, but it is almost the rule, rather than the exception, for even otherwise well-mannered business men to direct the operator to "Get Jones on the wire!"

Not slow to catch the autocratic tone which we ourselves would not use in Jones' hearing, our operator executes our message and "gets Jones on the wire," if he will get on, perhaps, much to his annoyance, for he may feel that his position entitles him to greater consideration.

The telephone is being used more and more by advertising men and it is a real time-saver provided it is not abused. Some astute solicitors have discovered that they can get busy dispensers of advertising over the phone by putting in a blind call and can

thus take precedence over other solicitors who may be present in person or even get a hearing in the midst of an important conference where a personal interruption would not be permitted. The least that the solicitor can do under conditions where he is being so favored is to be listening at the wire ready to make immediate response. Yet some pretty well-known men in the business will keep an agent or advertiser waiting for several minutes with the receiver at his ear wondering who the dickens wants to talk with him. It isn't a good solicitation that creates a feeling of annoyance in the prospect's mind as a preliminary.

Many dispensers of advertising like to have a reputation for accessibility. The only thing that has made many others withdraw into their shells is abuse of the privilege. As the cause is pure thoughtlessness, it may do some good to call attention to it here.

PRINTERS' INK says:

You can rest assured that the man who is absolutely indispensable hasn't found it out.

Megalcephala A department head in a big **It is and the Business** retail concern in one of our leading cities is reported to have

told a recent applicant for a position that it did not employ any members of a certain race and faith. Outraged by this answer, the applicant took steps to make it an issue, with the result, it is said, that in a short space of time no less than one thousand accounts were withdrawn from the house and the latter was forced to take space in the papers to deny the "malicious rumor" and denounce it as untrue. True or untrue, it is evident that the story did a great deal of injury, and it shows, however we regard it, that courtesy is a big business asset and insurance.

An advertising man recently called upon a well-known retail store in New York. He had come to keep an appointment

with a subordinate and to do, unsolicited, what would have amounted to a considerable favor for the concern. He had hardly stepped inside the door before he was met with a series of rebuffs, ranging from the office boy and clerks up to the proprietor himself. When it was apparent that the incivility of the whole staff was the reflection of the mental attitude of the man at the top, the visitor lost all desire to put anything in the way of the store, and departed.

A big business man, smarting under a sense of injustice suffered at the hands of a business connection, called unannounced at the office of his firm's lawyer. The lawyer happened to be engaged and the attendant on the door behaved with such insufferable conceit that the already irritated business man withdrew as quickly as he came and put his hundred-thousand-dollar action into the hands of a legal friend. He not unnaturally blamed the first lawyer for trusting his callers to the hands of such an attendant.

Any of our readers can duplicate cases like this out of his own experience. It is no wonder that our successful men lay stress on the importance of the simplest elements of moral character as necessary to success. It is a serious question if the biggest leaks in business are not due rather to some form of self-conceit and indifference to the rights of others than to the blunders of the simple. There is a blindness that goes with conceit which is the blackest blindness of all.

THE CORRESPONDENCE IDEA IN RELIGION

At Neosho, Mo., according to a small ad that has appeared in the *Saturday Evening Post*, the first "Correspondence Church of America" has been formed. The ad states that it is a "non-sectarian church for invalids, the aged, deaf and 'shut-ins.'

C. G. Garretson has become the news editor of *Leslie's Weekly*. Mr. Garretson was formerly advertising manager of the Eaton, Crane & Pike Stationery Company, of Pittsfield, Mass., and with the copy department of the Foster-Debove Advertising Agency, New York.

The N. Y. Staats Zeitung

has carried more advertising, day for day, month for month and year for year than the

N. Y. REVUE
N. Y. HEROLD
MORGEN JOURNAL—Combined

This overwhelming superiority of the Staats Zeitung in the German field of N. Y. City, is due to the fact that it actually gives an advertiser not only the **LARGEST** German circulation but also the **BEST CLASS** of circulation.

Can you, as an advertiser, overlook the fact that we have the confidence of local and national advertisers to such an extent, that we print more advertising than all our competitors combined?

State of New York

City and County of New York.

William Hoffman

being duly sworn, says that he is the Circulation Manager of the NEW YORKER STAATS-ZEITUNG, a newspaper printed in the City of New York, and that the gross circulation of the morning & evening STAATS-ZEITUNG combined for the month of November 1911 has been an average of Eighty Two Thousand Seven Hundred Seventy Eight (82,778) copies per day.

William Hoffman

Sworn to before me
this 18th day of December 1911.

John Gander.
Notary Public, Kings Co.
Certificate filed in N. Y. Co.

THAT HISTORIC FROLIC
OF THE REPRESENTA-
TIVES

NEW YORK CLUB HAS THE NIGHT OF ITS LIFE WITH 800 ADVERTISING MEN LOOKING ON—DELEGATIONS FROM DALLAS AND POINTS EAST

Four years ago representatives of The Representatives Club of New York went from hotel to hotel seeking the "best dinner for seventy-five cents with a guarantee of forty plates" for their "annual dinner."

Last Friday night close to 800 advertising men sat down to the

price of admission. As it was there were delegations from Dallas, Atlanta, St. Louis, Chicago, Boston and intervening cities. It was the largest gathering of advertising men yet held excepting only the Boston convention; and one-fourth as many ladies looked down from the two tiers of boxes and enjoyed it as much as if they had understood every dig that brought roars of laughter from the men.

"An advertising manager is like a dish of ice cream because he never agrees with you," explained Bones to the Center Man of "Them Minstrel Fellows," at about 9 o'clock, and for three hours afterward the solicitors



NEW YORK REPRESENTATIVES CLUB DINNER AT THE HOTEL ASTOR

annual dinner of The Representatives Club in the grand ballroom of the Hotel Astor at \$5.00 per plate. As the statisticians would say, "that's an increase of 1900 per cent in volume and 13,233 per cent in income."

The advertising preceding the dinner was credited with bringing half the 800. The show itself was as good as the advertising and the advertising was so good that the mails brought many checks from men too far away to come themselves who felt that the advertising was worth the

turned their shafts upon the agency men and the advertising managers, who didn't seem to mind the grilling very much. The hit of the evening was a dirgeful ditty sung from an elongated hymnal by a quintette, and entitled "____'s Going Crazy; Don't You Want to Go Along?" The good will with which certain well-known agencies relinquish good accounts to other agents was its theme, and the "assembled multitude" held its sides and roared.

"It's Now Our Chance" was

the title of the opening one-act comedy. After the well-disguised blackfaced Representatives had had it, an intermission offered President David D. Lee a chance to drag the blushing Owen H. Fleming out before the curtain and present him with "the finest watch made in America." Ostensibly, the watch was his for being "the solicitor who can hold his job while spending twelve weeks working up a minstrel show." But the fact is he got it for his able managing-directing, though he modestly disclaimed more than one-thirty-third of the credit and wanted watches given his thirty-two associates as well.

The hits of the last half of the show were many, but "That Other Quartette," who couldn't sing and knew it, would have raised the roof if it had not been for ten stories of masonry piled above it. The warblers who "offered themselves for sacrifice" in this, "the only act of its kind in captivity," included Annette Kellerman and Gertrude Hoffman, who were perfect substitutes for the original advertised articles.

Bert Williams was scheduled to be "outbested" by Ashbrooke, of The Butterick Company, and the shouts of "Louder!" that greeted him proved his imitation effective. After that, "Louder!" was hurled at everybody who appeared, and especially at the page who shifted the letters after each act. Instead of diminishing as the show lengthened, the enthusiasm of the audience seemed to increase with each act, which was probably the principle of cumulative effect in action. The character work of Fairchild, of the Family Magazine Section, relieved the farce and the song and dance skits were varied with monologues.

The advertising manager and agency man who escaped the darts of Frank Gauss, whose monologue was the "Added Attraction," was a rare bird.

One of the clever bits of work was a composition make-up of the names of all the magazines

A November Advertising Record

In November, 1911, The Record-Herald contained 2,210 columns of advertising, exceeding all previous records for this month in the history of the paper and showing a substantial gain, 187 columns, over November, 1910. The gains and losses of the Chicago morning papers in November, 1911, compared with November, 1910, are as follows:

The Record-Herald	Gain..	187 Cols.
The Tribune	Loss..	801* "
The Inter-Ocean	Loss..	33 "
The Examiner	Gain..	12 "

The gain of The Record-Herald for eleven months of 1911 over the corresponding months of 1910 amounts to 1907 columns, far exceeding the combined gain of the other Chicago morning papers.

These comparisons are made from statements prepared by The Washington Press, an independent audit company.

*In November, 1910, The Tribune published three special issues containing a total of 383 columns of special advertising.

THE CHICAGO RECORD-HERALD
New York Office, 710 Times Building

J. B. Woodward
Eastern Representative

A PERFECT CLIMATE

is one of the many things which make Bristol, Va.-Tenn. attractive. It has brought a class of people to Bristol that have built it up to one of the most progressive and modern towns in any section of the country.

Educational advantages, prosperous business conditions, sane government, street car and suburban railroad systems, fine roads, low taxes, good wages, cheap fuel, light and power, have been other factors in making Bristol the focal point of a wide manufacturing, mining, jobbing and retailing district.

Send for a copy of "Truth," a booklet of facts and figures concerning Bristol, the adjacent territory and the papers that cover it.

No other newspaper in the country covers as large a territory so exclusively as do Bristol's three papers cover this territory.

However well posted you may be on Southern conditions, you can learn something of value by a reading of this leaflet.

THE BRISTOL PUBLISHING CORP.

FRANK LEAKE, Manager

Bristol, Va.-Tenn.

Foreign Representatives

New York—Payne & Young—Chicago

165,000 people buy

PHYSICAL CVLTVRE

every month because they believe in the principles which it advocates. If it were possible to visit these 165,000 subscribers, you would find that at least 80% of them regard it as absolutely indispensable—the one piece of literature they cannot get along without.

Are you looking for this character of circulation? If so, write for rates and further information.

New York Office: 1 Madison Avenue

O. J. ELDER, Manager

Chicago Office: Peoples Gas Building

W. J. Macdonald, Manager

Quality Circulation Brings Returns

NEWSPAPER OPPORTUNITY

FOR SALE:—Majority interest in money-making newspaper publishing and job printing office. Daily afternoon and weekly edition. Pittsburgh territory. Advertising and printing contracts for 1912 already booked. A moderate figure will secure a money-maker here. For full particulars, address Owner, P. O. Box 986, Pittsburgh, Pa.

represented by members of the club. It was all about that "Cosmopolitan chap of the Smart Set, Ainslee, and his Adventures in going about the World To-day, his Outlook upon Life and the Associated Sundays he spent in his International Studio while leading the Suburban Life in Town and Country," and so on through the list. The "imported coster-singer from England's famous music hall, Frank Lovejoy," did this "at great expense" according to the programme.

It didn't feaze David Gillespie, of "Farm Papers of Known Value," when his stage nose decided it didn't belong where it had been put. And there be those who say his take-off of Raymond Hitchcock's "Gid-ap-Napoleon—It-looks-like-rain" song was the nearest approach to a professional act shown. But they seemed to like Dickinson, of *Cosmopolitan*, in his Italian boot-black sketch, "Italy vs. America, or the Dago's Downfall," no less. The performance was over by midnight and some of those present got home before day-break.

The programme was full of slams at men and things, all friendly but meaningful. Those who were not there can secure copies by writing Fred L. Rogan, care The Curtis Publishing Company, if they send twenty-five cents along.

The musical director was Porter Steele; the Center Man, Frank Gaus, and the End Men, Charles C. Fairchild, O. S. Kimberly, Will C. Izor, and Don M. Parker.

COL. BLETHEN DISPOSES OF BELLINGHAM PAPERS

A seven-years' newspaper war between Col. A. J. Blethen, of the Seattle *Times*, and S. A. Perkins, of Tacoma, owner of the *Perkins Press*, in which several hundred thousand dollars have been expended, terminated with the transfer of the Blethen papers of Bellingham to a local syndicate headed by E. W. Purdy.

The war started in September, 1904, when Colonel Blethen established the *Puget Sound American* to wrestle for the control of the field with S. A. Perkins, who had acquired the *Fairhaven Herald* in August the preceding year.

INTERNATIONAL HARVEST CO.'S FOLLOW-UP LETTER CAMPAIGN

(Continued from page 6)

even now savors more of pioneer educational work than the advertising of most other lines. As an example, the manure spreader, pronounced by scientists to be one of the most valuable money-making machines on the farm, is still a "new-fangled contraption" in a great many parts of the United States. The question with us in such places is not to emphasize our own make of machines so much as it is to educate the community to the use of any kind of spreader at all, and then trust to our future advertising and the strength of our sales force to get our share of the future trade. We find the personal-letter-direct-to-the-farmers an invaluable aid in this educational work.

It is also in this phase of our pen-and-ink selling that the temptation to be extravagant and over-optimistic in our claims is most apparent. The points to be proved are necessarily less specific in describing the use of a machine than when describing a definite machine itself, and it is consequently easier to dodge a "come-back." In the letters which we use in our educational propaganda we plan to utilize mainly only such facts and figures as can be verified readily by a skeptic at the governmental experimental bureaus.

In a strictly sales letter, where our own products are at stake, we reason that it is better to underrate than to overrate.

We may be too sensitive on a possible overstatement, but our theory from the beginning has been never to send a form letter to a farmer which will make it harder for our salesmen to call after the purchaser has used our machines and learned all about them, or one that will make our local representative "hem and haw" and apologize either for us or for our product.

Experienced Circulation Manager

WANTED

For Newspaper in large Eastern City. Good position for a man who can show quick results. Write giving full particulars of your experience which will be kept confidential. Address "Circulation Opportunity," c/o Printers' Ink.

Advertisers! Attention

THE LINCOLN WEEKLY STAR

"The Farmers' Family Paper"
Goes into over 18,000 of the Best Farmers' Homes in the State of Nebraska.

Advertising Rate NOW but 8c per Agate Line. Goes to 10c soon.

Star Publishing Company
PUBLISHERS
Lincoln Nebraska

Western Representative
J. D. ROSS
712 Hartford Building
CHICAGO

Eastern Representatives
M'QUOID & TILDEN
Brunswick Building
NEW YORK

LEAGUE MOVES AGAINST ADVERTISING FRAUDS

NEW YORK ADVERTISING CLUB APPOINTS GRIEVANCE COMMITTEE TO RECEIVE COMPLAINTS, GATHER EVIDENCE AND REPORT TO PUBLIC PROSECUTOR — PRESIDENT INGERSOLL PLEDGES SANE CRUSADE— SPEECHES BY MESSRS. HOUSTON, NIMS, LAWRENCE AND McCANN

Through the action of the Advertising Men's League of New York, taken at the December 7 meeting, the rising sentiment of the advertising community against dishonest advertising has crystallized in that city around a grievance committee of what is now seven men in the league. The committee will receive complaints, gather evidence, place it in the hands of the public prosecutor, and cause arrests, and was instructed to report progress at the next meeting of the league.

The seven members thus far appointed are Alfred W. McCann, advertising manager of Francis H. Leggett & Co.; Harlan J. Wright, advertising manager of William Whitman & Co.; F. J. Ross, of the Blackman-Ross Company, New York; A. K. Boursault, C. R. Lippmann, E. E. Vreeland, and William C. Freeman, advertising manager of the New York *Mail*. A chairman will be appointed later and other members added. In the meantime Mr. McCann will receive complaints.

This committee will also act, within certain limits, in the way that the grievance committee of a Bar association acts, and similar committees in the medical and dental societies. It will receive complaints of unprofessional or criminal conduct on the part of advertising men and take whatever action is deemed expedient in the premises. Co-operation with other advertising societies will probably be effected or sought, inasmuch as no one club covers the whole field.

The action taken by the league is in accordance with that counseled in the recent articles in PRINTERS' INK and widely en-

dorsed by advertising men, and followed a discussion at the league meeting by Herbert S. Houston, vice-president of Doubleday, Page & Co.; H. D. Nims, author of "Nims on Unfair Business Competition"; Richard W. Lawrence, president of the Autopiano Company and vice-president of PRINTERS' INK; Mr. McCann and H. P. Cassidy, of Philadelphia.

In his talk, Mr. Houston dwelt on the significance of the advertising reform movement sweeping over the country and pointed out the practical nature of the remedies for dishonest advertising suggested by PRINTERS' INK. The address was printed in last week's issue. Mr. Nims, who prepared the opinion on the legal status of dishonest advertising and framed the model statute which PRINTERS' INK recommends for those states which do not already possess a satisfactory law, briefly reviewed the situation. Mr. Lawrence presented the nub of the PRINTERS' INK plan which is for ad clubs throughout the country to appoint grievance committees which shall exercise a "police power," guarding their respective communities against dishonest advertising. Mr. McCann assailed certain advertisers in the food line who, he said, flagrantly misrepresented their wares. Mr. Cassidy related some personal experiences of his in the prosecution of food adulterators in Philadelphia.

The meeting was as enthusiastic as it was important, and although it did not break up until nearly midnight, interest was kept keyed up to concert pitch throughout. The vote went through without a dissenting voice. It was evidently a popular action. A few speakers urged the necessity for caution, but none of the hundred members present was for hanging back.

COMMITTEE TO FOLLOW SAFE COURSE

The programme laid out is a sane one, and President W. H. Ingersoll laid stress on the fact that there would be no running

amuck. The committee will cut its teeth on the more flagrant cases of fraudulent advertising before moving on to the more doubtful cases. The publicity attending the prosecution of the first cases will naturally assist in clearing the air and in starting a general exodus of advertisers from the twilight zone of dubious statement. And thus public sentiment and the big advertisers may be educated together.

Mr. Houston, especially, pointed out that the larger part of the work more fittingly belonged to the Government to do, and he offered a motion, which was unanimously passed, that the legislative committee be instructed to co-operate heartily with Dr. Wiley in his effort to have dishonest statements forbidden in advertisements, just as he has succeeded in having dishonest statements forbidden on labels.

The music of an orchestra and the singing of popular songs, including the salutation of each

speaker with the Texas ditty of "Style All the While," were lighter features of the evening.

"The average man, throughout this country to-day, I believe, is afraid of the business man," said Mr. Nims in opening the first address of the evening. "That was impossible twenty or twenty-five years ago, before we had big corporations. In these last twenty-five years there has grown up a very distinct branch of the law. Hundreds of cases have been decided in courts ranging from the Supreme Court at Washington down to the lowest courts, dealing with the sole question: Is the plaintiff injured unfairly by the defendant in conducting his business? Has the defendant been an honorable, square-dealing man?

"That movement has not been confined to this country. There has been even more of it in England, France and in Germany.

"Now, I don't know whether this is what you expected on the

Copy Man Wanted

Must know textiles. A large and rapidly growing agency wants a copy-writer of ability in agency work. Must show proof of effective ad-writing and best references as to character and reliability.

To the right man we offer an unusual opportunity to connect himself with a live organization and grow with it. His work will be done in pleasant surroundings where ability and conscientious efforts are appreciated. A man of brains can make a large place for himself with this agency. If you fill these specifications write to

P. O. Box 3536, Boston, Mass.

legal aspect of this situation, but I think we should stand squarely, beginning right now, for *honest sportsmanship in business*.

COURTS NEED ORGANIZED HELP

"My message to you to-night is that the courts and the best of the legal profession are right behind you in that proposition."

Mr. Nims traced the development of the statutes against false pretenses and continued:

"But it is an extremely difficult proposition from the lawyer's point of view to get the man under these old statutes, by reason of the various requirements of proof which must be met in order to convict him; so that the desirability of further legislation is concerned merely with the point of making it easy under modern conditions to get this fellow who is defrauding the public.

"That can be done by a statute which will do away with the necessity of proving that the complainant who brings the case to court has himself been defrauded to his loss by the defendant, the sort of statutes that exist in Massachusetts, and New York, which provide that that proof is not necessary, but that all that is necessary is that the man shall publish something which is false—not which is probably false but which *is* false.

"A man may say that he has the very best method of keeping chickens ever known in the world before. That is a matter of opinion. He may really think so, but you may disagree with him. But if he says he has got a method proved to be the best, by which his pullets are laying twenty-four eggs on the average, and they are only laying two, he is stating what is not true, and is committing a crime, and is a cheat, and that kind of a fellow can be convicted, provided we have got the machinery to do it with.

"The secret of this movement of yours is to proceed so that somebody will make it possible for the courts to do their share. If you will do that, the courts will do the rest.

"I hope from all this will come out a practical mode of prosecuting these men which will enable the courts to get at them, with actual facts upon which they can act, and help you in what I believe is a great movement for the good of the people."

Mr. Lawrence, in offering the "remedy," said in part:

"As a matter of fact, the real reason there is not more fraudulent advertising than there is, is because fraudulent advertising *does not pay*.

"The lawyers and doctors and dentists have, I think, a solution for what dishonest advertising there is that we might very well and very profitably emulate. This organization, young, vigorous, not afraid to do things, can do the same work in its chosen field that the Bar Association has done in its field, in cleaning up the advertising world, as the lawyers have cleaned up their world. That is, every member of this organization should constitute himself a member of a police force of the community, on the hunt for fraudulent advertising.

ALL EYES ON NEW YORK

"New York City is the metropolis of the country; all eyes are focused upon us. What we do here is almost instantaneously reflected throughout the entire country. If this organization to-night will follow out what the Bar Association has done by the organization or appointment of a so-called grievance committee, I think you will have justified your existence for the next hundred years.

"Through the various committees in the Bar, medical and dental societies, and through their efforts they have practically eliminated the element which cast so much discredit upon their professions.

"If we follow the pathway blazed by these associations by having a committee appointed in this organization that will have for its sole purpose the impartial application of that statute that is right there for us to act upon;

if they will see to it that the evidence is gathered where they run across a specific case of fraudulent advertising, I know, because I have the promise of the District Attorney, that he will be only too glad to act, and act quickly, and act in such a way that the whole people of this city will know exactly what you have done. I think that is practical."

Mr. Lawrence concluded by reading extracts from letters received that showed the opportunity before the advertising clubs.

Mr. McCann went somewhat deeply and specifically into the matter.

"These crimes that have been committed against clothing by fraudulent advertising," he said, "and against shoes, and pianos, and finance, touch the pocket-book. But there are other crimes that go deeper, and burrow into the heart of humanity, not only here, but humanity still unborn, and when we realize what fraudulent advertising, millions of dollars of fraudulent advertising, has done in miseducating the people, you and me and our families, then that force will be aroused within us, and each man will constitute himself a vigilance committee, a policeman, to do the work when he realizes the abominations committed at his very feet against his own heart's blood, under the name of advertising.

THE PSYCHOLOGY OF THE SUBJECT

"What is degeneracy but departure downward from the normal? Of every thousand children born 150 die before they are one year old. It is all the absence of normality. It is because the mother is unfit. Bad food unfit her and puts a blight, a curse, upon her child. We are fit as our food is fit. As our food is denatured, so are we denatured. We have to look in the newspapers and the magazines to find fraudulent food advertising."

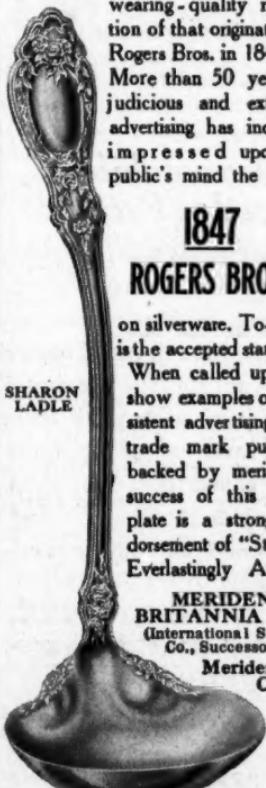
Mr. McCann picked up the day's paper and attacked the "lying, cheating, abominable



The Silver Plate that Originated in 1847



No brand of silver plate has ever achieved the fame or established the wearing-quality reputation of that originated by Rogers Bros. in 1847. More than 50 years of judicious and extensive advertising has indelibly impressed upon the public's mind the stamp



1847

ROGERS BROS.

on silverware. To-day it is the accepted standard. When called upon to show examples of consistent advertising and trade mark publicity backed by merit, the success of this silver plate is a strong endorsement of "Sticking Everlastingly At It."

MERIDEN BRITANNIA CO.
(International Silver Co., Successor)

Meriden,
Conn.

Ask Miss T. Writer

3-In-One goes right into the heart of all typewriter friction points, compelling smooth, easy work. Can't gum or clog as heavy oils do. 3-In-One prevents repair bills and adds years of service.

A few drops of 3-In-One on a soft cloth cleans and polishes typewriter cases and cabinets—absolutely prevents rust or tarnish on metal surfaces. Costs half what ordinary "typewriter oils" do, and does twice their work.

100-25c (8 oz.)—50c (1 pint).

Write for generous free sample and Dictionary to-day.

3-IN-ONE OIL CO.,
12 Broadway, New York



Automobile Trade Paper

Representative with Splendid Record will consider Central West territory proposition after Jan. first. Change desired purely for personal reasons. In past year have doubled number of accounts and increased total over 75%.

Technical college man. Four years' agency experience.

ONLY THE LIVEST SORT OF PROPOSITION CONSIDERED.

Replies strictly confidential.

"PRODUCER"
Care of "Printers' Ink"

crimes over the names of great corporations," in the advertisements he pointed out. He referred by name to the maker of bread, crackers, rice, etc.

"Of course," he said, "the woman who is not highly educated, or is not a pathologist, has nothing to guide her but advertising, because the public school does not teach the fundamental principles of life at all. She does not know anything about a balanced ration. She trusts the food as it comes to her.

These advertisements, of course, are a source of revenue to the publications. I do not attempt to indict the man who wrote these ads with a crime. All he can be accused of is ignorance, but when that ignorance menaces the health of man, woman and child, he has no right to preach, to mislead the people from the true things, the simple things, the necessary things of life.

"If you know what crimes are being committed to-day in the advertising of by-products, by-product cereals, by-product breakfast foods which the Department of Agriculture knows will not keep the livestock of the farmer on this earth, then you will take some individual action to put this machine which has been described to you as the enemy of fraudulent advertising into motion."

Mr. McCann read a list of stinging worded signs which he said, would prove very educational to the public if placed on the walls of a grocery.

"The food advertising of the future will be based upon some such statements as these," he said. "They will have for their purpose the teaching of the people, why they should eat this or that food, and if they teach them wrongly they will be answerable to the law.

"We are coming to the day when jail sentences will be imposed by an aroused court for fraudulent advertising, particularly when it aims at the health of the human family.

"The advertising man must give them the facts and when he

does that we will not have to invoke the District Attorney for the purification of our profession."

"How are we going to deal with the advertising man, agent or solicitor who deliberately advises the advertiser to be dishonest in an announcement to the public?" asked Mr. Freeman.

"That happened to me this week. I have been urging an advertiser who wants to be square to advertise the truth in the newspapers, and this agent has deliberately told him that he cannot advertise that way profitably. The grievance committee or Bar committee ought to throw that agent out of business."

O. H. Blackman promised to bring the question raised by Mr. Freeman before the Association of New York Advertising Agents.

WILLIAM C. REICK ACQUIRES
THE "SUN"

William C. Reick has purchased of Mrs. William M. Laffan her majority holdings of the stock of the Sun Printing and Publishing Association, of New York, which publishes the *New York Sun* and the *Evening Sun*. The control of the property was transferred to Mr. Reick on December 17. He becomes president and actively in charge of the papers' fortunes.

Mr. Reick has had a long career in journalism. He edited the London and Paris editions of the *New York Herald* for a time and in 1889 was made that paper's city editor in New York. Later he became president of the Herald Company and general manager of its affairs. In 1907 he acquired an interest in the *New York Times* and the *Philadelphia Public Ledger* and left the *Herald*. He has been associated with Adolph S. Ochs and George W. Ochs in the direction of those papers and at the time of his retirement from them he was second vice-president and general manager of the *Times* Company and president of the *Public Ledger* Company.

PRIZE CONTEST FOR STORE
SALESMEN

The Barcalo Manufacturing Company, of Buffalo, through its house organ, *Getting Together*, announces an interesting prize contest "for the purpose of stimulating retail salesmanship." To the six floor salesmen who from January 1, 1912, until July 1, 1912, sell the greatest number of Barcalo beds and cribs the following prizes will be given: First prize, \$100; second, \$75; third, \$50; fourth, \$30; fifth, \$20; sixth, \$10.

A Sales Manager

with a first class record in results secured, desires to effect a change on January 1; he is handling 120 men, operating through ten branch houses, and has developed them into a single enthusiastic production unit; his experience as a director of purchases embraces the buying of an extended line of manufacturers' supplies, amounting to \$3,000,000 annually; his practice, successful and extended experiences as seller and buyer, plus his personality and ability to lead, suggests the interest of those who can use his services. Address Sincerity, care
PRINTERS' INK.

other example a sympathetic and communicative stenographer is telling the caller at the office how overworked "the poor fellow"—her employer—is, and the conclusion is drawn that the advertised remedy is just the thing. Somehow these advertisements do

not ring true; they strike the reader as being built entirely out of the imagination. An essential quality of a good advertisement is that it shall be believable. Will readers generally believe your story? No? Well, try something else.

Money Saving Suggestions

Guaranteed annual saving of twenty-five to forty per cent. in premiums on personal protective life policies. This is not Term Insurance. Contracts issued by the strongest Life Insurance Company in America.

Before Closing any Life Insurance contract (personal, partnership or corporation) consult us.

J. A. Steele, Winthrop Steele,
170 Broadway, New York

Lincoln Freie Presse

German Weekly
LINCOLN, NEBRASKA

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

CIRCULATION 141,048
RATE 35 CENTS

Stronger Letters

Does it bother you to get life, originality and selling strength into your advertising letters, follow-ups, etc.? Why not use our experience to avoid the pitfalls, and give your advertising the pulling power that means profit? Write us

The Hall-Taylor Co.
31 Milwaukee Building
Milwaukee



Direct Results

ILLINOIS CENTRAL SUBURBAN CAR ADVERTISING

"THE LINE OF LEAST RESISTANCE"

INLAND ADVERTISING AGENCY, CHICAGO
Special Agents

Decorative Leather Display Signs

designed and executed by The Leathersmiths, are recognized by leading manufacturers as powerful factors in their advertising campaigns.

These signs are richly wrought in fine leathers and handsomely mounted on oak, mahogany or any other wood in any desired size for standing or hanging. They are gladly given prominent display in the best shops because of their uncommonness and genuine decorative value. Specimens and quotations on request.

The LEATHERSMITH SHOPS

Special Representatives

New York—CHAS. W. SCHAFER, Jr.,

625 Hudson Terminal Bldg.

Boston—L. B. NEWELL, 170 Summer St.

Milwaukee—R. R. JOHNSTONE, 812 Caswell Block

Cleveland—J. A. KERR, Rockefeller Bldg.

MAIN OFFICE—1633-35 Race St., Philadelphia, Pa.

ARROW
SHIRTS

Are You Developing Your Export Markets?

There is not a more important part of a manufacturer's business than his Foreign Trade. It offers a means of relief from quiet domestic conditions, responds readily to advertising, is exceedingly profitable and offers unlimited possibilities for the future.

Through the **AMERICAN EXPORTER** you combine export advertising with an important service.

You are invited to write for sample copy and particulars.



Edw-Edz

Celluloid
Offer Your Particular Trade Better Guide Cards—Fewer of Them
Celluloid Tipped Guides

will outwear six or more sets of ordinary un-reinforced guides. Your customer dispenses with the annoyance of constantly replacing dog-eared sets. He will remember the store that solved the vexing little problem of giving his Card Index *file* the well kept appearance it should have. *Write for samples.*

STANDARD INDEX CARD CO.
701 to 709 Arch Street, Philadelphia

An Advertising Salesman and Solicitor

wants to represent a good magazine or newspaper in the Chicago field.

Excellent TRADE JOURNAL Experience.

Automobile, Jewelry, Electrical, Dry Goods and machinery.

Five years on Chicago's largest daily papers. Four years on the largest daily Agricultural paper. Three years' advertising agency experience.

Am qualified to take charge of display or classified adv. departments. Age 29. Best of references.

J. NEWELL,
3224 Hirsch St., Chicago, Ill.

Alphonso ordered Eulalia to suspend the publication of her book immediately or sooner. Eulalia lost no time in inviting Alphonso to attend to his own knitting, or something to that effect. Immediately it was all in the papers, and the press dispatches the next day said, "The booksellers have been besieged with demands for the Infanta's book." It is an ill report that does not advertise something.

* * *

The Schoolmaster recently had the chance to see the actual dif-

The Best Christmas I Ever Had
BY A HOOCHIE WOMAN (HOOSIER LACED ONE HUNDRED)

Photo—This is the first of a series of cartoon articles "Hoosier Stories." It tells how the Hoosier Cabinet won a new home.



BY December 25, we were well settled in our new home. It is a comfortable house, with a happy room, a happy kitchen, and a happy dining room. My parrot was ready as big as any bird I ever saw, and my hamster was a big as a hamster can be. I had the pleasure of giving him a new home, and I am sure he is happy in his new home.

I had another bird there, the cockatiel, and he was the prettiest bird I ever saw. He was a real beauty, and he was getting along well. The first time I saw him, he was a small bird, but now he is a large bird, and he is a real beauty. He is a real beauty, and he is a real beauty.

I am sure he is a real beauty, and he is a real beauty. He is a real beauty, and he is a real beauty.

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Classified Advertisements

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 28 Murray St., New York City.**

ADVERTISING AGENCIES

CLASSIFIED ADS — Ask for lists or estimates. **KLINE AGENCY**, Cleveland, Ohio.

ALBERT FRANK & CO., 28 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

In Cuba and the West Indies

THE Beers Advertising Agency

is the one to consult

THEY ARE ON THE SPOT

YOU know what that means!

37 Cuba Street, Altos (Upstairs) Havana, Cuba
CHAS. H. FULLER CO., Chicago, Ill., Corr.

ADVERTISING MEDIA

THE APARTMENT HOUSE reaches owners, architects, builders, managers. Interests them, too! Get rate card. **440 S. Dearborn, Chicago.**

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

AD WRITERS

WHO WANTS MY SERVICES FREE? Have such confidence in my ability to turn out "Good Stuff," will get up Sales Plans, Booklets, Business Letters and Magazine Layouts with the understanding you pay only if my ideas are accepted. No fee unless I prove my worth. **"PENN," 5417 Christian St., Philadelphia, Pa.**

BUSINESS OPPORTUNITIES

BUSINESS LETTERS usually different, not indifferent. **FRANCIS I. MAULE**, 401 Sansom Street, Philadelphia.

MAIL DEALERS—Write for our 25 Big Propositions. All new. No competition. Make 96 cents profit on every dollar order. A few leaders sent free! Complete outfit 10c. Mail Dealers Wholesale House, 442 Franklin Building, Chicago, Ill.

COIN CARDS

WINTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS**, Coin Card Department, 60 Murray St., New York, N. Y.

ENGRAVING

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

FOR SALE

Linotype Machines for Sale

Two 1-letter Mergenthaler Linotype Machines; one font of 6-pt. 1-letter mats; one font 7-pt. 1-letter mats; one font 10-pt. 1-letter mats, moulds, etc. These machines are in good condition, are working every day, but are in excess of our needs. Address the **TRIBUNE-REPUBLICAN**, Scranton, Pa.

HELP WANTED

LEADING, old-established national trade paper wants circulation manager. Present incumbent has held position seven years. Possibilities unlimited both for business and revenue, but small man won't do. To the right man the Circulation Department will be turned over on very attractive terms. Box W. M., Printers' Ink.

WANTED — ADVERTISING AGENCY MAN for copy department. Must be able to produce high class advertising—retail and general lines; effective lay-outs; booklets and business literature. Agency experience essential. Useless to apply unless you are willing to come on trial. Exceptional opportunity for the man who can make good. State qualifications fully. Address, **THE READ AGENCY, (Inc.)** Los Angeles, Cal.

A CONCERN whose force has more than quadrupled during the past year and which is steadily growing, requires the services of a man with brains. The business is that of supplying the demand for more complete and exact business information. The position is of an editorial nature and demands a man who is interested in business subjects and who can write well. He need not necessarily have had much business experience but a university education would be helpful. A permanent connection with opportunities for development awaits you if you can measure up to the requirements mentioned and if you are capable of sound thinking and hard work. **"EFFICIENT,"** care of Printers' Ink.

WANTED—A man to write ads and letters that will sell five acre fruit and chicken farms. Must write good live copy, send full particulars with first letter giving references, also state date when you could commence work as I will not write but will telegraph for the man to come who sends the best references and the best copy of work done, also state salary, must be prepared to come on a monthly salary with the understanding that at any time not satisfactory to both parties the contract will terminate. "CANADA," care of Printers' Ink.

Advertising Man Wanted

A manufacturer doing over two million dollar business annually has an excellent opening in the advertising department for a bright advertising man. We want a man who can plan circulars, trade paper advertising, etc., a man who will dig into our proposition with view of eventually taking over all publicity work. For right man it is an exceptional opportunity. In writing state experience. Correspondence will be treated confidential. Address, Printers' Ink, Box 64.

A concern built on ideas

WANTS ON ITS STAFF A BUSINESS THINKER TO PLAN, DEVELOP and execute the sturdiest idea that it has yet brought forth. The ideal man will have knowledge of distribution and production, both academic and practical, know the sales-points in writing, have discrimination in publishing values and possess business vision. He is far enough from college to have judgment, but not so far that his point of view is like Gibraltar. His salary will match him in size. Write a long letter to "ANALYSIS," care of Printers' Ink.

PHOTO-ADVERTISING

Have Your Goods Jacksonized!

Mr. C. B. Jackson has taken exterior and interior views of the largest plants and stores in the country. He gets more in a picture than any man living. He will be in your town soon. Write for an appointment. **C. B. JACKSON PHOTO-ADVERTISING CO., 505 McCormick Building, Chicago.**

POSITIONS WANTED

A bright, live, up-to-the-minute, large experience in magazine and general publication work, can fill any executive or editorial position. Desire connection with publishers of standing. Address "ERASMS," 42 West 39th Street, City.

ADVERTISING man of extensive experience in retail, wholesale and mail-order, desires connection with good house. Work is characterized by originality, forcefulness and versatility. Sound judgment, steady habits, hard worker. Refer's. Salary, \$2,800. P.O. Box 88, Cincinnati.

Salesman and Mail Order Man
Wants Permanent Boston Connection
Five years' successful experience in sales and mail order work. Result getting letter writer. Can plan house literature and direct sales correspondence. Now in circulation work. Address "M.K." 83 Grand View Ave., Wollaston, Mass.

Correspondent and Copy Writer
aged 25 years, married, wants position as assistant to advertising manager or in agency. Now employed. Specializes on circular letter writing. Thorough knowledge of printing. Address
Box C. S. P., care Printers' Ink.

YOUNG MAN who knows how to dig out selling facts and effectively employ them, seeks position as assistant advertising manager or copy writer in agency. In present position as solicitor on large daily, he has gained a broad merchandising training, selling through copy as well as personal salesmanship. Able correspondent. Give edge references. Salary secondary consideration. Address "D. J.", care of Printers' Ink.

ADVERTISING MAN now business manager of a suburban daily where he has made a record for himself seeks position as solicitor or advertising manager on a live daily where there is opportunity; or as advertising manager for a concern who are looking for a man who knows conditions and media from actual observation in the field, has just returned from a trip covering the entire country East of the Rockies; if you are looking for a hustler who does things, write "E. B.," 1170 Madison Street, Brooklyn, N.Y.

House Organ Editor

and creative business writer now in editorial charge of two magazines will change. Wide journalistic experience. Strong on human interest in describing goods and writing selling talks. Practical experience as salesman on road and corresponding secretary of large manufacturing concern. Country bred. Understands human nature and human appeal and has a style which interests prospects and sells goods. A prepared man. Employed, Boston Office, Printers' Ink.

ADVERTISING MAN. Twelve years' experience. Thirty-one years of age. Now promotion manager for large mail order house. Six years with one of Chicago's largest houses. Business bringing copy writer. Expert layout man. Extensive buyer of printing, drawings, engravings, paper. Builder of catalogues, newspaper ads, display stands, follow-ups, etc. Possess wide experience in both store and mail order advertising and merchandising. Want a *big responsible position* with a large, progressive house who want a man to *profitably increase* their business. Address "N. J.," care of Printers' Ink.

Man Who Can PRODUCE Wants Cleveland Job

He has been writing business-producing advertising for six years; has solicited account for over two years with more than fair success.

He has made an especially good record with publicity campaigns featuring products to be sold through retail stores, and seeks connection with a manufacturer wishing to develop his trade resources.

He started as assistant advertising manager with large manufacturing firm where the assistant bore most of the responsibility. He has since had exceptional opportunities in agency work, which he believes he has used to good advantage.

He has practical knowledge of type, engravings, catalogue building, follow-up and form letters. He is under thirty, and now holds a responsible Eastern position. He is an energetic worker and wants a *really big job*. If you have one to offer, he would like to hear about it through your attorney, if you prefer. "M. R.," care of Printers' Ink.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLICATIONS WANTED

TRADE and Class Publications requiring Eastern Representatives, send copy, rates and proposition to Special Agency, room 1014, Broadway, Maiden Lane Building, New York.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.

PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1910, \$418. Best advertising medium in Alabama. Montgomery, *Advertiser*, net av. 9 mos. '11, Dy. 17, 871; Sun. 22, 262. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

COLORADO

Denver, *Times*. Second in circulation in the city. Daily average, July 1st, 1910-June 30, 1911, 36,822.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1909, 7,739; average for 1910, 7,801.

Meriden, *Morning Record* & *Republican*. Daily aver. 1909, 7,739; 1910, 7,872.

New Haven, *Evening Register*, daily. Aver. for 1910 (sworn) 19,096 daily 2c; Sunday, 16,755, 5c.

New London, *Day*, evg. Av. '10, 6,892. 1st 6 mos. '11, 7,006; double all other local papers combin'd.

New Haven, *Union*. Largest paid circ. Av. 1st 6 mos. '11, 18,043 daily. Paper non-returnable.

Bethel, *Evening Hour*. Average circulation 2,827. Carries half page of wants.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1910, Daily, 7,917; Sunday, 7,780.

DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Daily aver., 1st 6 mos. 1911—55,336 (OOO).

FLORIDA

Jacksonville, *Metropolis*, Dy. '10, 18,701; Dec., '10, 16,889. E. Katz Sp. A. A., N. Y. and Chicago.

ILLINOIS

Chicago, *Examiner*, average 1910, Sunday 624,607, Daily 210,657, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Evening News* (OOO). Largest amount of week day ad.

Champaign, *News*. Leading paper in field. Average year 1910, 5,156

Joliet, *Herald*, evening and Sunday morning. Aver. year ending June 30, 1911, 8,230.

Peoria, *Evening Star*. Circulation for 1910, \$1,143.

INDIANA

South Bend, *Tribune*. Sworn average Sept., 1911, 12,890. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1910, 9,404. "All paid in advance."

Des Moines, *Register & Leader*. (av. '10), 35,663. *Evening Tribune*, 19,103 (same ownership). Combined circulation 64,766—35% larger than any other Iowa paper. Supreme in want ad held.

Dubuque, *Times-Journal*, morn. and eve. Pd. in advance July 20, 1910; dy. 9,023; Sun. 11,432.

Washington, *Evening Journal*. Only daily in county. 1,913 subscribers. All good people.

Waterloo, *Evening Courier*, 53rd year; Av. dy. Jan. 1-July 1, '11, 7,998. Waterloo pop., 27,000.

KENTUCKY

Lexington, *Herald*. Average 1910, 6,919. "When you advertise in Lexington Herald, you cover Central Kentucky."

Louisville, *Courier Journal*. Average 1910, daily, 23,304. Sunday, 46,249.

Louisville, *The Times*, evening daily, average for 1910 net paid 48,894.

MAINE

Augusta, *Kennebec Journal*, daily average 1910, 9,319. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1910, daily 10,199.

Portland, *Evening Express*. Average for 1910, daily 16,936. Sunday *Telegram*, 11,385.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1910, 82,608. For Nov. 1911, \$3,874.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Evening Transcript* (OOO). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1910, 185,790—Dec. av., 188,543.

Sunday

1910, 321,878—Dec. av., 330,717.

Advertising Totals: 1910, 7,923,108 lines

Gain, 1910, 586,531 lines

2,894,108 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, *Daily Post*. Greatest Nov. of the *Boston Post*. Circulation averages: *Daily Post*, 377,411, gain of 38,879 copies per day over Nov., 1910. *Sunday Post*, 521,007, gain of 38,613 copies per Sunday over Nov., 1910.

Lawrence, *Telegram*, evening, 1910 av. 8,543. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1908, 18,396; 1909, 16,039; 1910, 16,062. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1910, 18,763.

Worcester, *Gazette*, evening. Av. Jan. to June, '11, 18,800. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Guaranteed circulation \$6,000.

Jackson, *Patriot*. Aver. year, 1910, daily 10,720; Sunday 11,619. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 25,118.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1910, 102,350.

The absolute accuracy of *Farm, Stock & Home*'s circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*, Daily and Sunday (OO). In 1910 average daily circulation evening only, 77,348. In 1910 average Sunday circulation, 80,655. Daily average circulation for November, 1911, evening only, 78,128. Average Sunday circulation for Nov., 1911, 82,818. (Jan. 1, 1908, subscription rates were raised from \$4.50 to \$6.00 per year cash in advance. The *Journal*'s circulation is absolutely guaranteed by the Printers' Ink Publishing Company.



PRINTERS' INK

CIRCULATION

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 91,266. Average circulation of Sunday *Tribune* for same period, \$1,522.



by Printers' Ink Publishing Company

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1910, 128,109.

NEBRASKA

Lincoln, *Deutsch-Amerikan Farmer* weekly 160,221 for year ending Dec. 31, 1910.

Lincoln, *Freie Presse*, weekly. Average year ending Dec. 31, 1910, 161,048.

NEW JERSEY

Camden, *Daily Courier*, 10,330 average—Dec. 1910, to Dec., 1911. Camden's oldest daily.

Camden, *Post-Telegram*, 9,433 sworn average for 1910. Camden's oldest and best daily.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*, 1c—'07, 20,270; '08, 21,328; 2c—'09, 19,042; '10, 19,238; 1st quarter, '11, 20,128.

NEW YORK

Albany, *Evening Journal*. Daily average for 1910, 17,789. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn." Daily average for 9 months, 1911, 60,000.

Buffalo, *Courier*, morn. Av., '10 Sunday, 88,787; daily, 46,284; *Enquirer*, evening, 33,376.

Buffalo, *Evening News*. Daily average for 1908, 94,033; 1909, 94,307; 1910, 94,232.

Gloversville and Johnstown, N. Y., *The Morning Herald*. Daily average for 1910, 6,104.

NEW YORK CITY

The Globe Largest high-class evening circulation. Daily average net cash sales, proven by A. A. A., July 1, 1910, to June 30, 1911, 102,333. For June, 1911, 118,698.

New York, *The World*. Actual av. 1910, Morning, 362,106. Evening, 411,920. Sunday, 467,884.

Schenectady, *Gazette*, daily. A. N. Licty. Actual Average for 1910, 19,346. Benjamin & Kentnor, 225 Fifth Ave., New York; Boys Building, Chicago.

Troy, *Record*, Av. circulation 1910, (A. M., 8,102; P. M., 17,607) 25,785. Only paper in city which has permitted A. A. A. examination, and made public there report

Ohio, National Electrical Contractor, mo.
Average for 1910, 2,625.

NORTH CAROLINA

Charlotte, News, leading evening and Sunday paper in Carolinas.

OHIO

Bucyrus, Evening Telegraph. Daily average for 1910 1,782. **Journal, weekly, 916.**
Cleveland, Plain Dealer. Est. 1841. Actual average for 1910: Daily, 87,125; Sunday, 114,044. For Nov. 1910, 97,000 daily; Sunday, 127,309. **Youngstown, Vindicator.** D'y av., '10, 10,895; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, Oklahoman. Ave. Nov., 1911, daily, 40,856; Sunday, 46,185.

PENNSYLVANIA

Erie, Times, daily. 31,718 average, Nov., 1911. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.
Johnstown, Tribune. Average for Nov., 1911, 16,985. The recognized "home" paper of Johnstown. Largest circulation of any paper published in the city.

Philadelphia, The Press (OO). is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Nov., 1911, 81,144; and the Sunday *Press*, 180,000.

Washington, Reporter and Observer, circulation average 1910, 13,396; May, '11, 11,691.

West Chester, Local News, daily, W. H. Hodgson. Aver. for 1910, 15,828. In its 37th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, evening; best medium of anthracite field for advertising purposes.

York, Dispatch and Daily. Average for 1910, 18,787.

RHODE ISLAND

Pawtucket Evening Times. Average circulation 9 mos. ending Apr. 30, '11, 20,025—sworn.

Providence, Daily Journal. Average for 1910, 22,788 (OO). Sunday, 30,771 (OO). **Evening Bulletin,** 48,828 average 1910.

Westerly, Daily Sun, George H. Utter, pub. Circulated in Conn. and R. I. Cir., 1910, 8,628.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily av. Aug. to Aug., 7,765. 9 mos. '11, 8,346.

TEXAS

El Paso, Herald, year 1910, 11,381. Only El Paso paper examined by A. A. A.

VERMONT

Barré, Times, daily. Only paper in city. Av. 1910, 8,626. Examined by A. A. A.

Montpelier, Argus, dy., av. 1910, 8,815. Only Montpelier paper examined by the A. A. A.

VIRGINIA

Roanoke, The Bee. Aver. Oct., 1911, 5,164. Nov., '11, 8,235. Largest circ. Only eve. paper.

WASHINGTON

Seattle, The Seattle Times (OO).

Is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1910 cir. of 64,741 daily, 84,208 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* carried in 1910 13,328,918 lines, beating its nearest competitor by 2,701,284 lines.

Tacoma, Ledger. Average year 1910, daily, 18,967 Sunday, 27,946.

Tacoma, News. Average for year 1910, 19,512.

WISCONSIN

Fond Du Lac, Daily Commonwealth. Average Sept., 1911, 8,931. Established over 40 years ago.

Janesville, Gazette. Daily average, October, 1911, daily 8,868; semi-weekly, 1,645.

Madison, State Journal, daily. Actual average circulation for November, 1911, 9,646.

Milwaukee, The Evening Wisconsin, daily. Average daily circulation for first six months of 1911, 44,000. Average daily gain over first six months of '10, 3,883.

Average daily circulation for June, 1911, 45,488 copies. The *Evening Wisconsin*'s circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

Milwaukee, The Milwaukee Journal (eve.). Daily Av. circ. for 12 mos., 85,311. Daily circ. for month of Oct., '11, 87,303. Daily gain over Oct., 1910, 2,419. Goes to over 60% of Milwaukee homes.

Over double paid city circ. of any other Milwaukee newspaper. *Journal* leads in both Classified and Display advertising. Rate 7c per line flat. C. D. Bertolt, Mgr. Foreign, 1101-10 Boyce Bldg., Chicago; J. F. Antisdel, 306 Fifth Ave., N. Y. City.

Racine, Daily Journal. Oct., 1911, circulation, 8,646. Statement filed with A. A. A.

THE WISCONSIN AGRICULTORIST

Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 31, 1910, 61,857. Larger circulation in Wisconsin than any other paper. Adv. 84.20 an inch. N. Y. Office, 41 Park Row. W. C. Richardson, Mgr.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1910, daily, 46,181; daily Oct., 1911, 57,312; weekly 1910, 36,446; Oct., 1911, 36,672.

Winnipeg, Der Nordwesten. Canada's National German weekly. Av. 1910, 18,494. Rates 56c. in-

ONTARIO, CAN.

Fort William, farthest West city in Ontario. **Times Journal,** daily average, 1910, 8,183.

QUEBEC, CAN.

Montreal, La Presse. Daily average for Sept., 1911, 105,177. Largest in Canada.

Montreal, La Patrie. Ave. Sept. & Oct., 48,478 daily; 88,777 Sat. Highest quality circulation.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN *Register*. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"**NEARLY** everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 624,007 Sunday circulation and 210,657 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

INDIANA

THE Indianapolis Star, Indianapolis, Ind., is the leading "WantAd" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognised Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE Boston Globe, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 18,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

MINNESOTA

THE Minneapolis Tribune is the recognised Want Ad Medium of Minneapolis.

CIRCULATIN **THE** *Minneapolis Tribune* is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either *Minneapolis* or *St. Paul*. Classified wants printed in Nov., '11, amounted to 203,681 lines. The number of individual advertisements published was 30,438. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

THE Minneapolis Journal, daily and Sunday. The Northwest's Greatest Want Ad Medium. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.

MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(○○) Gold Mark Papers (○○)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile Register (○○). Established 1821. Biggest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Daily average, 1st 6 mos. 1911, 58,326 (○○).

ILLINOIS

Bakers' Helper (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (○○). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (○○). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woollen industries of America (○○).

Boston Evening Transcript (○○), established 1800. The only gold mark daily in Boston.

Worcester L'Opinion Publique (○○). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (○○). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (○○) is THE advertising medium of Brooklyn.

Century Magazine (○○). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (○○), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (○○). Covers thoroughly the electric railway interests of the world. McGRAW PUBLISHING CO.

Engineering News (○○). Established 1874. The leading civil engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (○○). The most progressive civil engineering journal in the world. Circulation quadrupled in 6 years, now 18,000 and over. weekly. McGRAW PUBLISHING CO.

Hardware Dealers' Magazine (○○). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 285 Broadway, New York City.

New York Herald (○○). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (○○). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (○○) has the largest circulation of any technical paper in the world.

The New York Times (○○) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (○○), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit (○○) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

PENNSYLVANIA

The Press (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Nov., 1911, sworn net average, Daily, 89,144; Sunday, 180,000.

THE PITTSBURG DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

ROHDE ISLAND

Providence Journal (○○), only morning paper among 600,000 people.

TENNESSEE

The Memphis Commercial-Appeal (○○) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 82,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The Seattle Times (○○) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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You may know how much per capita you are investing in National advertising, but not one in a hundred advertisers knows how much he is spending *per home reached.*

The reason for this unscientific condition is obvious. If a national advertiser uses only one medium he can divide its circulation by the cost and closely approximate the rate per home, but when he adds the second publication the percentage of additional homes is problematical and the rate of guess work advances in geometrical progression with each additional publication taken on.

There is a Remedy

The duplicate circulation of Sunday newspapers in New York with one in Chicago is zero. The Sunday Magazine which is issued with the New York American, Boston American, Chicago Examiner, San Francisco Examiner and the Los Angeles Examiner has no duplication in 2,000,000 circulation. You can add to this nearly 4,000,000 other Sunday Magazines before duplication becomes a considerable factor. Ask any of our representatives for some scientific data before closing any more appropriations.

American Sunday (Monthly) Magazine

More than 2,000,000—\$5 per line

W. H. JOHNSON, Advertising Manager

23 East 28th Street,
New York City.

908 Hearst Bldg.,
Chicago.

YOUR CANADIAN FIELD IS DIFFERENT

Baker and Confectioner

Absolutely alone in its field. Monthly. Type 7 x 10. \$300.00 for 12 pages. A real live wire. Issued on the 5th of month.

Dry Goods Record

The only *exclusive* dry goods paper in Canada. Monthly. Type 9 x 12½. \$350.00 for 12 pages. Very classy. Issued 25th preceding.

The Funeral Director

The *exclusive* paper. Read by the highest in the profession. Monthly. Type 5½ x 8. \$250.00 for 12 pages. Issued 15th of month.

The Furniture Journal

The only *exclusive* paper in Canada. High class. Monthly. Type 7 x 10. \$300.00 for 12 pages. Issued 15th of month.

Men's Wear

In its first year has more paid subscribers and carries more business than any two others combined. Monthly. Type 7 x 10. \$300.00 for 12 pages. Issued 1st of month.

Painter and Decorator

Alone in its field. A real lively one. Read from coast to coast. Monthly. Type 7 x 10. \$250.00 for 12 pages. Issued 20th month.

Ready-To-Wear

Canada's only garment paper. Very classy. Monthly. Type 9 x 12½. \$350.00 for 12 pages. Issued 15th preceding.

Shoe and Leather Journal

In the commanding position. Ask any advertiser. High class. Semi-monthly. Type 7 x 10. \$450.00 for 24 pages. Issued on 1st and 15th.

In Canada, Merchants, Business Policy and Methods are all different from those of America.

This fact is most clearly shown by the quality of Canadian Trade Newspapers, which for a country of 10 millions of people spread over 4000 miles in width, are of outstanding merit.

The Acton group is built on the policy of treating the merchant as a *seller*—not as a *buyer*.

You only have to read your Acton paper to be convinced of the wisdom of giving your Canadian trade this class of information just when they are looking for it.

Ask any subscriber, advertiser or Canadian agency.

All Published By

ACTON PUBLISHING COMP'Y LIMITED

TORONTO MONTREAL LONDON, E.C., Eng. CHICAGO
59-61 John St. 13 Coristine Bldg. 65 Fleet St. 4057 Perry St.